

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 30, 1979

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CHARLIE'S ANGELS	26.7	20,370
2	60 MINUTES	26.0	19,840
3	EIGHT IS ENOUGH	25.9	19,760
4	THREE'S COMPANY	25.3	19,300
5	CHIPS	24.8	18,920
5	LITTLE HOUSE-PRAIRIE	24.8	18,920
7	BIG EVENT	23.8	18,160
8	M*A*S*H	23.5	17,930
9	NBC MONDAY NIGHT MOVIES	23.0	17,550
10	ALICE	22.1	16,860
10	TAXI	22.1	16,860
10	VEGA\$	22.1	16,860
13	HAPPY DAYS	21.7	16,560
14	DALLAS	21.5	16,400
15	ANGIE	21.4	16,330
15	JEFFERSONS	21.4	16,330

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CHIPS	20.3	41,950
2	EIGHT IS ENOUGH	18.7	38,630
3	BIG EVENT	18.2	37,630
4	THREE'S COMPANY	17.8	36,760
5	CHARLIE'S ANGELS	17.7	36,600
6	LITTLE HOUSE-PRAIRIE	17.6	36,410
7	B.J. AND THE BEAR#	17.0	35,110
8	60 MINUTES	16.8	34,720
9	M*A*S*H	16.8	34,660
10	DISNEY'S WONDERFUL WORLD	16.1	33,330
11	HAPPY DAYS	15.4	31,830
12	DIFFERENT STROKES	15.3	31,740
13	DUKES OF HAZZARD	15.0	31,040
14	MORK & MINDY	14.8	30,670
15	WKRP IN CINCINNATI	14.8	30,570

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LITTLE HOUSE-PRAIRIE	21.7	17,430
2	EIGHT IS ENOUGH	21.6	17,280
3	THREE'S COMPANY	20.5	16,430
4	CHIPS	20.3	16,240
5	NBC MONDAY NIGHT MOVIES	20.2	16,180
6	60 MINUTES	19.7	15,820
7	CHARLIE'S ANGELS	19.6	15,680
8	DALLAS	19.0	15,190
9	ALICE	18.4	14,750
10	TRAPPER JOHN, M.D.	18.2	14,580
11	TAXI	18.1	14,490
12	JEFFERSONS	18.1	14,470
13	BIG EVENT	17.8	14,250
14	DIFFERENT STROKES	17.4	13,960
15	ARCHIE BUNKER'S PLACE	17.0	13,660
15	M*A*S*H	17.0	13,660

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	21.2	15,300
2	WBC HEAVYWGHT CHAMPIONSHIP(S)	20.8	14,960
3	BIG EVENT	20.5	14,770
4	NFL MONDAY NIGHT FOOTBALL	18.7	13,500
5	CHIPS	17.6	12,700
6	CHARLIE'S ANGELS	16.6	11,940
7	M*A*S*H	16.4	11,810
8	NFL FOOTBALL GAME 2-NBC#	15.6	11,240
9	THREE'S COMPANY	15.6	11,230
10	VEGA\$	15.6	11,220
11	TRAPPER JOHN, M.D.	15.1	10,900
12	JEFFERSONS	14.8	10,690
13	NBC MONDAY NIGHT MOVIES	14.6	10,550
14	WKRP IN CINCINNATI	14.6	10,510
15	ABC SUNDAY NIGHT MOVIE	14.6	10,500
15	NBC TUE. NIGHT MOVIE	14.6	10,500

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 30, 1979

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	EIGHT IS ENOUGH	21.7	10,820
2	CHIPS	20.8	10,380
3	BIG EVENT	20.7	10,310
3	NBC MONDAY NIGHT MOVIES	20.7	10,310
5	LITTLE HOUSE-PRAIRIE	20.3	10,110
6	THREE'S COMPANY	20.0	9,970
7	CHARLIE'S ANGELS	20.0	9,960
8	DALLAS	18.4	9,190
9	NBC TUE. NIGHT MOVIE	18.3	9,150
10	MORK & MINDY	18.3	9,140
11	TAXI	18.1	9,050
12	B.J. AND THE BEAR#	17.9	8,940
13	QUINCY, M.E.	17.9	8,930
14	VEGA\$	17.3	8,610
15	M*A*S*H	16.9	8,450

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ARCHIE BUNKER'S PLACE	29.1	7,080
2	60 MINUTES	27.2	6,610
3	ALICE	25.9	6,310
4	WALTONS	25.5	6,200
5	LITTLE HOUSE-PRAIRIE	25.2	6,130
6	DIFFERENT STROKES	25.2	6,120
7	JEFFERSONS	25.0	6,090
8	ONE DAY AT A TIME#	23.6	5,740
9	BARNABY JONES	22.3	5,430
10	EIGHT IS ENOUGH	21.8	5,290
11	TRAPPER JOHN, M.D.	21.6	5,260
12	ROCKFORD FILES#	21.6	5,250
13	THREE'S COMPANY	20.3	4,930
14	DALLAS	19.4	4,730
15	CHIPS	19.0	4,610

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BIG EVENT	23.6	11,190
2	WBC HEAVYWGHT CHAMPIONSHIP(S)	20.6	9,760
3	NFL MONDAY NIGHT FOOTBALL	18.4	8,720
4	60 MINUTES	17.3	8,200
5	MORK & MINDY	17.1	8,100
6	CHIPS	16.8	7,990
7	M*A*S*H	16.7	7,930
8	NBC TUE. NIGHT MOVIE	16.2	7,670
9	CHARLIE'S ANGELS	15.7	7,430
10	ABC SUNDAY NIGHT MOVIE	15.6	7,410
10	BUCK ROGERS-25TH CENTURY	15.6	7,410
12	NFL FOOTBALL GAME 2-NBC#	15.5	7,340
13	VEGA\$	15.3	7,280
14	THREE'S COMPANY	15.1	7,180
15	MAN CALLED SLOANE	15.0	7,110
16	WKRP IN CINCINNATI	14.8	7,020

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	30.5	5,830
2	ARCHIE BUNKER'S PLACE	26.9	5,140
3	ALICE	24.2	4,620
4	JEFFERSONS	24.1	4,610
5	WBC HEAVYWGHT CHAMPIONSHIP(S)	22.1	4,230
6	BARNABY JONES	21.4	4,100
7	ONE DAY AT A TIME#	21.1	4,040
8	TRAPPER JOHN, M.D.	20.7	3,960
9	WALTONS	20.6	3,930
10	CHIPS	20.0	3,820
11	NFL MONDAY NIGHT FOOTBALL	19.7	3,770
12	CHARLIE'S ANGELS	19.1	3,650
13	THREE'S COMPANY	18.8	3,590
14	SHERIFF LOBO	17.5	3,340
15	M*A*S*H	17.3	3,310
16	VEGA\$	16.6	3,180

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AUG. SHARE %	AUG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
												TOTAL	18-34		18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.								
*EVENING																																		
ABC FRIDAY NIGHT MOVIE										2	194		A 18.3	30	1396	1731	744	388	841	369	576	484	120	218	533	251	359	329	52	129	177	87	180	124
1	FRI.	9.00P	120	ABC	FF		99		B 16.5	29	1259	1946	715	359	796	356	570	477	101	181	578	265	423	368	66	122	222	100	350	266				
		9.00 - 9.30							A 17.7	30	1351	1717	765	381	848	361	565	486	110	240	557	256	369	345	50	140	143	69	169	118				
		9.30 - 10.00							A 18.4	30	1404	1735	772	410	876	383	603	507	111	229	552	253	373	344	49	132	148	79	159	107				
		10.00 - 10.30							A 18.7	31	1427	1781	715	406	830	377	587	479	123	196	513	246	345	316	51	121	218	97	220	158				
		10.30 - 11.00							A 18.5	31	1412	1673	715	354	803	353	547	461	131	208	511	245	343	308	58	129	196	101	163	115				
ABC NEWSBRIEF-M-F										14	185	184	A 18.2	29	1389	1772	701	295	774	329	500	434	89	211	606	271	404	337	83	159	199	114	193	122
	MON.	8.58P	1	ABC	N		96	96	B 18.4	30	1404	1833	722	306	794	334	517	456	98	211	600	259	391	336	88	165	207	110	232	153				
	TU & W	9.58P	1																															
	1 THU.	9.58P	2																															
	1 FRI.	8.57P	2																															
	2 THU.	9.57P	2																															
ABC NEWSBRIEF-SAT.										3	194	193	A 18.3	33	1396	1798	682	307	783	326	461	397	101	276	617	304	396	326	89	172	134	81	264	212
	SAT.	9.58P	1	ABC	N		98	98	B 18.1	33	1381	1856	715	294	829	321	493	418	109	285	612	256	389	341	100	182	150	88	265	211				
ABC NEWSBRIEF-SUN.										3	193	195	A 17.1	26	1305	1985	707	424	784	415	595	457	79	165	752	401	558	446	70	141	197	106	252	170
	SUN.	8.58P	1	ABC	N		97	98	B 20.0	31	1526	2087	694	392	777	422	606	467	61	132	745	415	565	451	58	119	217	119	348	252				
ABC SUNDAY NIGHT MOVIE										3	195	196	A 16.9	28	1289	1929	776	398	837	395	609	513	98	187	814	361	575	520	70	178	159	78	119	96
1	SUN.	9.00P	180	ABC	FF		99	99	B 17.6	29	1343	1910	758	390	822	411	621	522	80	153	831	415	623	537	59	147	141	67	116	91				
2	SUN.	9.00P	120																															
		9.00 - 9.30							A 17.7	27	1351	2050	783	410	850	404	623	529	88	184	865	383	615	559	62	177	182	91	153	125				
		9.30 - 10.00							A 17.2	26	1312	2004	782	417	843	402	611	519	98	190	840	365	598	547	64	170	159	83	162	132				
		10.00 - 10.30							A 18.0	29	1373	1956	764	398	822	427	622	509	90	166	819	375	583	519	74	179	182	92	133	109				
		10.30 - 11.00							A 17.6	30	1343	1895	782	389	837	415	620	513	97	180	790	373	580	497	62	172	166	84	102	81				
		11.00 - 11.30							A 14.2	26	1083	1678	764	362	814	292	557	483	121	212	745	286	474	457	80	205	78	31	41	25				
		11.30 - 12.00							A 14.3	40	1091	1647	764	382	834	340	560	491	122	223	737	303	476	464	96	180	67	20	9	9				
ABC WORLD NEWS TONIGHT										240	197	193	A 11.1	24	847	1586	642	252	728	203	341	334	106	307	616	205	322	305	120	238	100	51	142	85
	M-F	6.30P	30	ABC	N		99	98	B 10.5	21	801																							
ABC WRLD NEWS TONIGHT-SUN										30	152	151	A 7.0	15	534	1528	711	196	715	201	331	288	82	339	602	183	274	278	101	261	109	71	102	90
	SUN.	6.30P	30	ABC	N		88	85	B 6.9	16	526																							
ALICE										2	191	195	A 22.1	33	1686	1724	787	273	876	264	428	385	127	374	613	181	294	255	140	274	92	71	143	101
	SUN.	9.00P	30	CBS	CS		99	99	B 22.1	33	1686	1724	787	273	876	264	428	385	127	374	613	181	294	255	140	274	92	71	143	101				
ANGIE										3	204	204	A 21.4	35	1633	1814	658	265	751	343	477	377	92	223	492	289	358	247	75	120	207	122	364	235
	TUE.	8.30P	30	ABC	CS		99	99	B 22.6	37	1724	1837	675	275	770	348	507	395	90	213	507	278	353	252	75	130	213	125	347	229				
ARCHIE BUNKER'S PLACE										2	186	200	A 20.4	33	1557	1696	756	240	877	183	337	322	134	455	651	159	283	280	153	331	65	43	103	71
1	SUN.	8.00P	60	CBS	CS		99	99	B 20.4	33	1557	1696	756	240	877	183	337	322	134	455	651	159	283	280	153	331	65	43	103	71				
2	SUN.	8.00P	30																															
		8.00 - 8.30							A 19.5	32	1488	1701	750	223	873	185	342	318	148	453	665	156	289	289	160	337	60	38	103	69				
		8.30 - 9.00							A 22.2	34	1694	1681	765	270	883	182	330	326	111	459	623	164	270	264	138	316	71	49	104	72				
ASSOCIATES										2	200	200	A 16.6	26	1267	1990	705	415	778	436	613	474	71	143	721	398	552	441	58	116	231	126	260	179
	SUN.	8.30P	30	ABC	CS		99	99	B 16.6	26	1267	1990	705	415	778	436	613	474	71	143	721	398	552	441	58	116	231	126	260	179				
B.J. AND THE BEAR										1		207	A 19.9	37	1518	2313	755	346	835	347	590	483	77	195	664	213	407	430	93	176	287	128	527	353
2	SAT.	9.00P	60	NBC	A		99		B 19.9	37	1518	2313	755	346	835	347	590	483	77	195	664	213	407	430	93	176	287	128	527	353				
		9.00 - 9.30							A 19.7	36	1503	2322	755	343	835	343	580	473	79	202	655	214	402	418	95	176	296	131	536	362				
		9.30 - 10.00							A 20.1	37	1534	2295	749	347	828	346	594	489	74	186	670	211	408	440	92	177	281	127	516	346				



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																						
														TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	FEM.	TOTAL	6-11																			
EVENING CONT'D																																																
BAD NEWS BEARS																				2	179	181	A	10.1	19	771	1812	675	276	761	277	391	351	133^323	497	192	294	267	92^172	187	64^	367	237					
SAT.																				8.30P	30	CBS CS		96	98	B	10.1	19	771	1812	675	276	761	277	391	351	133	323	497	192	294	267	92	172	187	64	367	237
BARNABY JONES																				2	195	190	A	17.0	29	1297	1535	796	279	861	183	359	365	149	419	578	124	216	213	149	316	50^	42^	46^	23^			
1 THU.																				10.00P	60	CBS PD		97	99	B	17.0	29	1297	1535	796	279	861	183	359	365	149	419	578	124	216	213	149	316	50	42	46	23
2 THU.																				9.00P	120																											
9.00 - 9.30																							A	16.8	28	1282	1489	804	254	837	179^	335	332	154^431	583	120^	202	220	146^332	23^	23^	46^	22^					
9.30 - 10.00																							A	17.9	29	1366	1520	807	268	857	178	351	340	140^438	600	106^	205	225	152^345	22^	22^	41^	21^					
10.00 - 10.30																							A	16.9	28	1289	1582	800	292	881	188	378	387	154	413	583	127	227	213	155	314	73^	59^	45^	22^			
10.30 - 11.00																							A	16.8	30	1282	1512	782	286	850	181	354	369	145	407	560	132	216	203	140	295	53^	43^	49^	25^			
BARNEY MILLER																				3	194	193	A	20.9	33	1595	1773	678	271	760	326	493	420	91	211	596	263	394	316	89	174	212	132	205	145			
THU.																				9.00P	30	ABC CS		99	99	B	22.0	36	1679	1849	738	301	816	352	533	457	101	220	585	252	372	322	88	181	225	126	223	159
BENSON																				3	198	199	A	21.1	34	1610	1886	661	275	752	301	498	425	85	205	561	246	379	321	85	151	259	163	314	211			
THU.																				8.30P	30	ABC CS		99	99	B	22.4	37	1709	1943	709	292	801	336	527	447	103	216	556	245	370	329	83	153	260	146	326	225
BIG EVENT																				2	206	205	A	23.8	38	1816	2072	694	293	785	340	568	462	95	167	815	373	618	518	79	141	220	77	252	182			
1 SUN.																				9.00P	150	NBC FV		99	99	B	23.8	38	1816	2072	694	293	785	340	568	462	95	167	815	373	618	518	79	141	220	77	252	182
2 SUN.																				8.00P	120																											
8.00 - 8.30																							A	19.0	31	1450	2399	653	311	768	319	511	405	111^231	787	379	566	473	88^151^	305	75^	539	369					
8.30 - 9.00																							A	21.9	34	1671	2431	693	322	788	314	533	445	98^219	771	374	554	467	100^156	338	90^	534	401					
9.00 - 9.30																							A	23.5	35	1793	2211	707	301	803	349	586	467	93	177	801	398	613	498	81	137	254	89	353	245			
9.30 - 10.00																							A	24.1	36	1839	2131	708	300	801	352	586	473	94	172	820	392	629	520	79	138	248	92	262	200			
10.00 - 10.30																							A	26.4	41	2014	1797	673	261	755	340	575	477	88^120	859	366	661	571	70^137	146	74^	37^	30^					
10.30 - 11.00																							A	26.9	44	2052	1741	663	252	739	326	545	445	98^133	839	341	642	556	71^144	125	54^	38^	29^					
11.00 - 11.30																							A	25.0	46	1908	1776	716	299	808	350	586	492	89^137	802	309	611	538	67^129	127	52^	39^	28^					
BIG SHAMUS, LITTLE SHAMUS																				1	183	A	9.2	17	702	1667	761	295^	865	177^	370	372	145^408	514	122^	194^208^	65^254^	137^ 34^	151^ 121^									
2 SAT.																				9.00P	60	CBS PD		98		B	9.2	17	702	1667	761	295	865	177	370	372	145	408	514	122	194	208	65	254	137	34	151	121
9.00 - 9.30																							A	9.3	17	710	1693	789	354	897	196^	391	381	138^409	513	138^	178^173^	72^270^	129^ 31^	154^ 118^								
9.30 - 10.00																							A	9.0	16	687	1646	738	238^	838	158^	350^362	153^412	510	104^	206^240^	59^237^	147^ 37^	151^ 126^									
BUCK ROGERS-25TH CENTURY																				2	196	202	A	18.2	30	1389	2114	606	273	656	330	505	421	59^106	682	321	532	488	55^ 78^	328	87^	448	380					
THU.																				8.00P	120	NBC SF		98	99	B	18.2	30	1389	2114	606	273	656	330	505	421	59	106	682	321	532	488	55	78	328	87	448	380
8.00 - 8.30																							A	16.7	29	1274	2002	564	231	610	302	446	368	58^114	671	325	511	466	66^ 94^	293	65^	428	360					
8.30 - 9.00																							A	17.8	29	1358	2133	578	252	616	328	478	406	49^ 93	672	325	527	478	51^ 68^	314	88^	531	458					
9.00 - 9.30																							A	19.0	30	1450	2249	646	298	706	351	562	466	58^101	708	330	560	515	49^ 74^	379	102	456	384					
9.30 - 10.00																							A	19.1	30	1457	2084	637	305	692	340	534	450	67^115	686	313	540	494	54^ 79^	323	90	383	327					
CALIFORNIA FEVER																				1	171	A	12.1	21	923	2300	797	272	855	375	572	393	140^278	596	256^	430	359	37^131^	355	194^	494	370						
2 TUE.																				8.00P	60	CBS CS		98		B	12.1	21	923	2300	797	272	855	375	572	393	140	278	596	256	430	359	37	131	355	194	494	370
8.00 - 8.30																							A	11.9	21	908	2231	803	300	859	359	544	374	154^306	553	225^	377	321	40^143^	313	170^	506	363					
8.30 - 9.00																							A	12.3	20	938	2352	784	239^	842	383	593	407	127^249^	628	280	475	395	33^115^	398	217^	484	373					
CBS EVENING NEWS-CRONKITE																				10	194	194	A	12.8	27	977	1546	699	203	753	140	265	292	144	423	594	130	241	260	123	306	90	48^	109	68			
M-F																				6.30P	30	CBS N		99	99	B	12.8	27	977	1546	699	203	753	140	265	292	144	423	594	130	241	260	123	306	90	48	109	68
CBS EVENING NEWS-DEAN																				1	153	A	9.2	18	702	1573	745	336^	786	77^	313^334^	187^429	629	101^	227^288^	129^308^	92^ 29^	66^ 66^										
2 SUN.																				6.45P	15	CBS N		87		B	9.2	18	702	1573	745	336	786	77	313	334	187	429	629	101	227	288	129	308	92	29	66	66
CBS EVENING NEWS-DEAN(B)																				97		A	5.5	11	420	1305	550^186^	567^ 94^	160^136^	133^372^	676	142^	300^344^	132^315^	38^ LT	24^ 24^												
2 SUN.																				6.30P	15	CBS N		55																								
CBS SAT. NEWS-SCHIEFFER																				2	146	131	A	9.3	21	710	1652	762	332	906	240	387	340	137^438	638	210	329	358	126^273	44^ 15^	64^ 47^							
SAT.																				6.30P	30	CBS N		84	83	B	9.3	21	710	1652	762	332	906	240	387	340	137	438	638	210	329	358	126	273	44	15	64	47

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																		
CBS TUESDAY NIGHT MOVIES 1 184																																		
2	TUE.	9.00P	120	CBS	FF					A 18.0	30	1373	1815	753	305	797	355	521	450	93	226	683	249	481	447	65	136	165	77	170	145			
		9.00 - 9.30								B 18.0	30	1373	1815	753	305	797	355	521	450	93	226	683	249	481	447	65	136	165	77	170	145			
		9.30 - 10.00								A 14.9	24	1137	1983	766	257	809	341	491	420	97	274	698	272	486	414	68	149	185	98	291	241			
		10.00 - 10.30								A 17.1	28	1305	2021	789	308	825	366	528	465	76	242	718	259	503	467	65	138	206	93	272	214			
		10.30 - 11.00								A 19.7	33	1503	1702	741	317	785	358	535	465	91	197	662	247	480	454	60	126	165	75	90	90			
										A 20.1	35	1534	1628	729	326	774	354	521	446	104	204	671	233	469	451	65	135	112	49	71	71			
CBS WEDNESDAY NIGHT MOVIE 2 189 190																																		
1	WED.	9.00P	120	CBS	FF					A 13.5	22	1030	1682	763	333	848	351	572	476	116	234	616	272	377	339	97	185	113	51	105	77			
2	WED.	9.00P	135							B 13.5	22	1030	1682	763	333	848	351	572	476	116	234	616	272	377	339	97	185	113	51	105	77			
		9.00 - 9.30								A 13.5	21	1030	1757	734	287	822	343	541	464	112	233	638	296	401	359	95	184	141	62	156	107			
		9.30 - 10.00								A 13.2	21	1007	1739	766	339	852	353	581	490	119	230	626	282	397	356	103	181	124	46	137	97			
		10.00 - 10.30								A 13.5	23	1030	1695	800	351	888	373	613	494	111	237	614	270	376	339	95	183	109	55	84	64			
		10.30 - 11.00								A 13.8	24	1053	1661	804	368	879	354	593	487	119	246	608	254	359	314	109	194	103	47	71	61			
CHARLIE'S ANGELS 3 199 200																																		
WED.	9.00P	60	ABC	PD						A 26.7	42	2037	1797	684	291	769	318	488	417	93	212	588	236	365	277	95	180	216	132	224	134			
	9.00 - 9.30									B 27.5	44	2098	1868	738	321	831	343	541	463	112	224	609	263	394	303	93	170	225	139	203	145			
	9.30 - 10.00									A 26.1	41	1991	1819	699	290	788	326	500	425	97	221	554	223	345	258	91	171	226	137	251	152			
										A 27.3	43	2083	1767	671	293	751	311	477	408	89	205	615	244	381	291	99	188	204	124	197	116			
CHIPS 2 214 216																																		
1	SAT.	8.00P	120	NBC	OP					A 24.8	46	1892	2217	774	301	858	337	550	479	78	244	672	244	421	364	89	204	231	118	456	328			
2	SAT.	8.00P	60							B 24.8	46	1892	2217	774	301	858	337	550	479	78	244	672	244	421	364	89	204	231	118	456	328			
	8.00 - 8.30									A 22.3	44	1701	2189	753	309	853	319	532	457	88	256	653	239	395	348	94	204	224	108	459	315			
	8.30 - 9.00									A 25.8	48	1969	2255	766	330	861	326	547	462	84	246	679	243	413	307	97	200	270	123	713	329			
	9.00 - 9.30									A 26.4	48	2014	2198	801	258	859	360	558	499	55	233	674	237	444	369	77	202	232	128	433	338			
	9.30 - 10.00									A 26.3	46	2007	2210	796	276	860	367	577	493	59	225	678	252	457	369	77	194	230	115	442	331			
DALLAS 2 192 195																																		
FRI.	10.00P	60	CBS	GD						A 21.5	36	1640	1754	833	276	926	376	560	484	100	289	521	173	303	286	81	169	143	67	164	135			
	10.00 - 10.30									B 21.5	36	1640	1754	833	276	926	376	560	484	100	289	521	173	303	286	81	169	143	67	164	135			
	10.30 - 11.00									A 21.1	36	1610	1766	825	282	915	371	556	477	98	284	518	172	304	288	79	166	143	64	190	153			
										A 21.9	37	1671	1736	839	271	936	380	564	493	97	292	519	175	300	282	80	169	141	68	140	116			
DETECTIVE SCHOOL 3 193 196																																		
SAT.	8.30P	30	ABC	CS						A 11.9	22	908	1889	749	283	850	356	433	308	149	353	678	298	389	365	132	221	86	36	275	171			
										B 13.4	26	1022	1879	744	264	857	323	458	353	139	339	649	247	389	372	130	211	107	59	266	182			
DIFF'RENT STROKES 43 206 200																																		
FRI.	8.00P	60	NBC	CS						A 20.7	36	1579	2010	787	252	884	243	434	404	153	388	460	129	237	207	91	193	224	69	442	295			
	8.00 - 8.30									B 17.8	34	1358																						
	8.30 - 9.00									A 19.8	35	1511	2031	779	248	885	239	424	390	156	400	476	139	244	203	93	201	224	68	446	302			
										A 21.6	37	1648	1982	789	253	878	248	444	416	151	375	445	120	231	208	87	186	223	68	436	289			
DISNEY'S WONDERFUL WORLD 3 210 211																																		
1	SUN.	7.00P	120	NBC	FV					A 17.9	30	1366	2440	738	257	837	366	554	475	76	232	701	320	488	395	102	154	249	66	653	439			
2	SUN.	7.05P	55							B 16.9	29	1289	2459	747	249	856	386	581	489	81	224	743	325	519	428	106	165	231	69	629	427			
	7.00 - 7.30									A 14.0	26	1068	2381	718	262	819	360	524	438	85	259	664	319	454	341	116	164	239	67	659	400			
	7.30 - 8.00									A 17.9	31	1366	2441	707	283	813	354	532	449	75	237	703	334	493	381	102	151	242	74	683	439			
	8.00 - 8.30									A 19.9	32	1518	2476	785	240	892	382	585	518	76	235	706	288	481	411	104	161	257	52	621	458			
	8.30 - 9.00									A 23.2	36	1770	2462	770	231	849	382	593	522	74	194	729	318	522	453	93	145	259	62	625	460			
DUKES OF HAZZARD 2 194 195																																		
FRI.	9.00P	60	CBS	CS						A 20.0	33	1526	2034	720	252	773	313	490	421	91	222	586	175	342	347	108	188	204	72	471	331			
	9.00 - 9.30									B 20.0	33	1526	2034	720	252	773	313	490	421	91	222	586	175	342	347	108	188	204	72	471	331			
	9.30 - 10.00									A 19.4	33	1480	2071	731	259	785	325	499	422	91	222	584	174	342	342	112	188	205	73	497	347			
										A 20.5	34	1564	2001	712	247	764	306	484	420	92	220	582	172	336	350	106	186	205	69	450	316			



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
										PROGRAM COVERAGE		K E Y		AVG. AUD. SHARE		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000										VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
							AVG. AUD. SHARE %	AVG. AUD. (0,000)		TOTAL	18-34			18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11					
EVENING CONT'D																																
NBC	TUE.	NIGHT MOVIE					2	206	206	A	19.9	33	1518	1756	724	309	832	362	604	497	92	172	692	301	506	430	83	132	141	55^	91	50^
	TUE.	9.00P	120	NBC	FF			99	99	B	19.9	33	1518	1756	724	309	832	362	604	497	92	172	692	301	506	430	83	132	141	55	91	50
		9.00 - 9.30								A	18.6	29	1419	1751	711	308	800	350	566	474	88	175	656	278	462	418	84^140	148	58^	147	82^	
		9.30 - 10.00								A	19.7	31	1503	1764	715	302	834	360	610	488	87	168	686	293	508	443	72^125	149	52^	95	52^	
		10.00 - 10.30								A	20.7	34	1579	1773	725	311	839	375	619	503	94	165	719	322	533	445	79	127	146	55^	69^	40^
		10.30 - 11.00								A	20.4	36	1557	1749	749	316	855	361	619	520	103	183	709	305	520	423	86	135	130	58^	55^	29^
NBC	WED.	NIGHT MOVIES					2	202	206	A	18.1	30	1381	1614	847	357	923	327	600	531	147	263	561	197	358	363	86^153	85^	46^	45^	38^	
	WED.	9.00P	120	NBC	FF			99	99	B	18.1	30	1381	1614	847	357	923	327	600	531	147	263	561	197	358	363	86	153	85	46	45	38
		9.00 - 9.30								A	17.6	28	1343	1657	820	332	892	304	582	510	133	262	569	194	355	359	93	163	109	58^	87^	69^
		9.30 - 10.00								A	18.0	28	1373	1608	835	342	908	317	598	525	143	263	552	190	345	359	90	154	89^	57^	59^	51^
		10.00 - 10.30								A	18.5	31	1412	1591	855	366	934	337	611	543	149	259	559	199	365	369	85^147	75^	37^	23^	23^	
		10.30 - 11.00								A	18.2	32	1389	1598	880	384	961	361	614	545	161	270	567	203	364	356	80^157	61^	29^	9^	9^	
NEW	KIND OF	FAMILY					3	187	187	A	10.3	18	786	1922	645	268	748	365	565	439	69^165		544	275	384	350	35^	89^	256	154^	374	263
	SUN.	7.30P	30	ABC	CS			97	97	B	10.3	18	786	1944	627	292	733	369	552	433	58	148	562	280	418	369	45	84	265	156	384	279
NEWS	BREAK-M-F						10	170	168	A	13.8	22	1053	1930	766	292	845	299	486	417	118	297	621	218	353	332	89	218	161	70	303	208
	1 M-F	8.58P	1	CBS	N			93	93	B	13.8	22	1053	1930	766	292	845	299	486	417	118	297	621	218	353	332	89	218	161	70	303	208
	1 TUE.	8.50P	1																													
	1 THU.	8.56P	1																													
	2 M-F	8.58P	1																													
NEWS	BREAK-SAT.						2	161	163	A	9.0	17	687	1687	670	289	741	272	374	335	150^301		452	145^	246	269	97^160^	186	68^	308	170^	
	SAT.	8.58P	1	CBS	N			93	93	B	9.0	17	687	1687	670	289	741	272	374	335	150	301	452	145	246	269	97	160	186	68	308	170
NEWS	BREAK-SUN.						2	171	174	A	19.2	29	1465	1702	735	272	843	213	382	354	126	387	618	157	293	269	130	281	107	70^	134	91
	SUN.	8.58P	1	CBS	N			96	96	B	19.2	29	1465	1702	735	272	843	213	382	354	126	387	618	157	293	269	130	281	107	70	134	91
NFL	MONDAY NIGHT FOOTBALL						3	199	198	A	19.2	32	1465	1629	411	167	458	161	269	245	85	155	922	337	595	562	156	257	142	30^	107	73^
	1 MON.	9.00P	172	ABC	SE			99	99	B	19.1	33	1457	1662	440	182	477	176	292	275	71	146	947	364	613	553	157	266	150	24	88	63
	2 MON.	9.00P	177																													
		9.00 - 9.30								A	18.0	28	1373	1844	505	200	557	188	321	293	114	197	880	284	555	528	156	256	201	39^	206	134
		9.30 - 10.00								A	20.9	32	1595	1672	437	154	490	170	286	259	89	169	896	294	543	523	168	278	146	34^	140	83
		10.00 - 10.30								A	22.0	35	1679	1603	393	163	440	145	257	232	77	156	936	340	590	549	165	277	149	29^	78	49^
		10.30 - 11.00								A	19.5	32	1488	1616	382	159	429	151	249	221	78^151		953	381	618	564	168	270	144	26^	90	61^
		11.00 - 11.30								A	17.7	33	1351	1550	363	162	409	156	249	228	76^127		946	369	641	611	146	237	118	30^	77^	60^
		11.30 - 12.00								A	16.7	38	1274	1463	391	168	423	161	262	243	70^118		919	368	647	621	128	203	79^	25^	42^	38^
ONE	DAY AT A TIME						1		189	A	20.7	32	1579	1721	689	246	798	222	382	322	151^364		630	174	334	294	132^256	128^	85^	165	111^	
	2 SUN.	8.30P	30	CBS	CS			99	99	B	20.7	32	1579	1721	689	246	798	222	382	322	151	364	630	174	334	294	132	256	128	85	165	111
OTHER	SIDE OF MIDNIGHT(S)							180		A	15.9	26	1213	1660	831	457	923	290	468	448	163^364		556	108^	265	287	93^239	97^	52^	84^	44^	
	1 TUE.	8.00P	180	CBS	FF			99	99	A	13.8	23	1053	1832	862	440	934	312	456	423	165^392		564	106^	260	284	95^265	127^	37^	207^	150^	
		8.00 - 8.30								A	15.7	25	1198	1746	843	473	892	303	473	452	144^341		552	107^	254	287	101^242	105^	48^	197^	137^	
		8.30 - 9.00								A	16.7	25	1274	1619	831	466	918	267	439	455	175^367		552	76^	244	289	102^249	114^	52^	35^	17	
		9.00 - 9.30								A	16.4	25	1251	1612	785	463	900	279	457	440	160^350		593	121^	290	317	104^242	79^	55^	40^	17	
		9.30 - 10.00								A	16.7	27	1274	1595	835	451	952	295	492	459	163^372		528	115^	271	284	82^209	85^	60^	30^	17	
		10.00 - 10.30								A	16.2	28	1236	1570	825	441	929	284	480	448	165^361		542	122^	270	259	83^233	78^	59^	21^	17	
OUT	OF THE BLUE						3	189	188	A	9.4	17	717	1874	666	278	752	358	551	427	71^184		559	313	411	326	41^105^	221	135^	342	256	
	SUN.	7.00P	30	ABC	CS			99	98	B	9.0	17	687	1933	653	296	735	342	520	421	70	180	604	316	445	350	60	116	218	122	376	280





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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
												WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN				
TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+																			
EVENING CONT'D																														
20/20-CONT'D																														
	THU.	10.00P	60	ABC	DN	99	99	B	20.0	34	1526	1709	760	291	811	365	570	507	101	183	652	281	442	402	78	160	159	83	87	59
		10.00 - 10.30						A	17.6	30	1343	1728	709	263	752	332	524	481	93	169	712	311	491	429	85	166	180	102	84	60
		10.30 - 11.00						A	16.8	30	1282	1667	712	251	760	332	528	473	87	175	727	319	502	437	95	178	137	74	43	25
240-ROBERT																														
	MON.	8.00P	60	ABC	OP	97	97	B	15.4	25	1175	1974	702	288	778	271	486	472	95	219	654	237	409	371	109	188	221	95	321	227
		8.00 - 8.30						A	14.6	24	1114	2004	673	293	759	272	481	463	100	206	672	277	447	398	109	169	207	83	366	258
		8.30 - 9.00						A	15.3	24	1167	2019	647	272	731	287	473	434	103	196	674	280	446	393	109	174	229	93	385	256
VEGA\$																														
	WED.	10.00P	60	ABC	PD	99	99	B	22.1	38	1686	1697	709	300	794	329	511	438	97	212	667	305	433	322	90	189	157	70	79	45
		10.00 - 10.30						A	22.7	38	1732	1710	703	307	787	325	501	434	98	214	667	304	433	320	89	188	166	72	90	53
		10.30 - 11.00						A	21.5	38	1640	1674	715	293	799	334	518	439	97	211	663	304	430	321	92	188	146	67	66	35
WALTONS																														
	1 THU.	8.00P	120	CBS	GD	99	99	A	17.2	28	1312	1716	841	199	921	209	353	362	184	472	553	151	217	206	120	299	83	49	159	106
	2 THU.	8.00P	60					B	17.2	28	1312	1716	841	199	921	209	353	362	184	472	553	151	217	206	120	299	83	49	159	106
		8.00 - 8.30						A	15.6	27	1190	1735	851	215	930	222	373	357	163	471	523	134	193	190	115	294	92	46	190	116
		8.30 - 9.00						A	17.3	28	1320	1732	871	217	941	215	374	367	165	480	532	138	203	192	114	300	78	47	181	117
		9.00 - 9.30						A	18.3	29	1396	1702	839	167	923	201	330	377	227	474	592	172	247	226	128	308	73	48	114	88
		9.30 - 10.00						A	18.8	29	1434	1711	791	173	895	188	318	364	211	466	625	189	267	249	133	306	77	59	114	92
WBC HEAVYWGT CHAMPIONSHIP(S)																														
						199		A	19.2	34	1465	1848	468	233	519	234	355	271	84	139	1020	414	665	585	157	289	162	34	147	94
2 FRI.																														
		8.00P	180	ABC	SE	99		A	15.4	30	1175	1849	448	145	483	192	311	239	65	137	984	425	621	542	151	294	183	54	199	144
		8.00 - 8.30						A	17.2	31	1312	1893	402	169	460	204	295	212	70	133	1051	435	674	579	158	300	188	54	194	128
		8.30 - 9.00						A	19.4	34	1480	1843	464	265	518	221	344	284	85	146	1030	405	661	599	161	299	126	10	169	117
		9.00 - 9.30						A	19.7	34	1503	1844	462	271	520	252	359	260	74	139	1021	398	665	592	155	295	139	23	164	108
		9.30 - 10.00						A	22.1	38	1686	1846	483	256	538	253	371	280	91	141	1036	410	690	607	151	281	175	37	97	49
		10.00 - 10.30						A	21.6	36	1648	1805	539	263	575	272	417	335	103	139	989	406	662	574	163	271	155	28	86	46
WHITE SHADOW																														
	MON.	8.00P	60	CBS	GD	99	99	A	14.9	24	1137	2135	676	301	754	269	472	446	79	214	711	303	499	382	94	184	280	105	390	313
		8.00 - 8.30						B	14.9	24	1137	2135	676	301	754	269	472	446	79	214	711	303	499	382	94	184	280	105	390	313
		8.30 - 9.00						A	13.9	23	1061	2136	681	298	765	258	461	438	79	235	692	275	468	363	98	201	276	103	403	324
								A	15.9	25	1213	2124	665	300	741	276	480	455	76	191	727	327	527	398	91	170	281	105	375	303
WKRP IN CINCINNATI																														
	MON.	9.30P	30	CBS	CS	99	99	A	20.6	31	1572	1945	707	314	773	312	500	449	74	203	669	305	447	344	91	181	278	142	225	167
								B	20.6	31	1572	1945	707	314	773	312	500	449	74	203	669	305	447	344	91	181	278	142	225	167
WORKING STIFFS																														
	SAT.	8.00P	30	CBS	CS	95	96	A	8.2	16	626	1658	660	298	764	232	345	360	138	361	547	221	335	285	85	184	95	65	252	165
								B	8.2	16	626	1658	660	298	764	232	345	360	138	361	547	221	335	285	85	184	95	65	252	165
•LATE FRINGE																														
ABC WEEKEND REPORT-SAT.																														
	SAT.	11.00P	15	ABC	N	90	90	A	7.1	15	542	1528	602	271	635	265	386	374	98	226	704	244	432	488	117	205	148	56	41	41
								B	8.1	17	618																			
ABC WEEKEND REPORT-SUN.																														
	1 SUN.	12.00M	15	ABC	N	87	91	A	5.5	16	420	1600	866	315	893	426	679	560	103	184	707	269	554	434	37	153	LT	LT	LT	LT
	2 SUN.	11.00P	15					B	5.5	15	420																			
BARETTA-WED.																														
	1 WED.	12.38A	47	ABC	OP	93	94	A	4.1	25	313	1176	754	243	831	406	546	361	102	240	345	115	201	93	89	137	LT	LT	LT	LT
	2 WED.	12.37A	45					B	4.1	25	313	1176	754	243	831	406	546	361	102	240	345	115	201	93	89	137	LT	LT	LT	LT
CONT'D																														



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2ND SEP. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																															
WK	DAY	START	DUR	NET	TYPE	WK 1	WK 2	K	E	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																			
#		TIME									%	%		(2+)		TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	FEM.		TOTAL	6-11																															
LATE FRINGE CONT'D																																																															
BARETTA-WED.-CONT'D																																																															
		12.30 - 1.00						A			4.0	22	305	1325	843 367^	957 443	692 523	108^222^						368^ 93v	211^127^	98v148^		LT	LT		LT	LT																															
		1.00 - 1.30						A			4.2	29	320	1034	671 137^	715 369^	412 217^	99^255^						319^131^	188^ 57v	84v131^		LT	LT		LT	LT																															
BARETTA-THU.																																																															
	1 THU.	12.37A	45	ABC	OP	93	94	A			3.8	22	290	1255	662 331^	814 341^	482 444	65v235^						411^137^	273^207^	90v118^		17v	LT		LT	LT																															
	2 THU.	12.36A	51					B			3.8	22	290	1255	662 331	814 341	482 444	65 235						411 137	273 207	90 118		17	LT		LT	LT																															
		12.30 - 1.00						A			4.2	22	320	1244	644 331^	788 334^	462 428	60v223^						424 136^	299^238^	77v102^		19v	LT		LT	LT																															
		1.00 - 1.30						A			3.4	23	259	1274	670 324^	849 358^	501 458^	74v255^						398^147^	244^170^	108v135^		LT	LT		LT	LT																															
BARNEY MILLER-11.30																																																															
	TUE.	11.30P	35	ABC	CS	93	95	A			6.6	22	504	1468	669 283	846 356	510 449	131^210^						556 257	424 351	57v130^		53v	31v		13v	13v																															
		11.30 - 12.00						B			6.6	22	504	1468	669 283	846 356	510 449	131 210						556 257	424 351	57 130		53	31		13	13																															
								A			6.7	22	511	1456	679 288	843 357	502 449	132^212^						550 249	415 345	58v135^		53v	31v		10v	10v																															
CBS SUNDAY NEWS-BRADLEY																																																															
	SUN.	11.00P	15	CBS	N	76	76	A			7.5	15	572	1612	743 226	856 266	420 366	174^358						645 219	363 311	173^229		68^	25v		43v	43v																															
								B			7.5	15	572	1612	743 226	856 266	420 366	174 358						645 219	363 311	173 229		68	25		43	43																															
CHARLIE'S ANGELS-11.30																																																															
	FRI.	11.30P	66	ABC	PD	85	96	A			7.3	23	557	1417	661 315	737 287	509 517	65^150^						550 235	388 365	56^113^		105^	81^		25v	25v																															
		11.30 - 12.00						B			7.3	23	557	1417	661 315	737 287	509 517	65 150						550 235	388 365	56 113		105	81		25	25																															
		12.00 - 12.30						A			7.8	22	595	1434	664 292	737 284	503 499	66^155^						588 253	413 391	71^120^		77^	65^		32v	32v																															
								A			7.1	24	542	1406	658 344	736 289	522 536	59^141^						521 219^	374 349	43v106^		128^	93^		21v	21v																															
LATE MOVIE I																																																															
	1 MTUF	11.30P	73	CBS	FF	91	91	A			6.7	24	511	1393	717 244	755 262	507 479	67^183						516 198	332 287	84^144		102^	55^		20v	13v																															
								B			6.8	25	519																																																		
1 WED. 11.30P 72																																																															
1 THU. 11.30P 67																																																															
2 MON. 11.30P 72																																																															
2 TU & F 11.30P 73																																																															
2 WED. 11.45P 71																																																															
2 THU. 11.30P 70																																																															
		11.30 - 12.00						A			7.4	22	565	1437	756 269	788 271	508 486	83^204						524 184	330 296	86^151		101^	49^		24v	18v																															
		12.00 - 12.30						A			6.6	26	504	1325	687 213	713 238	478 459	63^171						503 202	328 276	82^138		94^	51^		15v	11v																															
		12.30 - 1.00						A			4.5	24	343	1122	584^269^	747 338^	667^562^	36v 80v						270^142v	142v102v	61v128v		64v	64v		41v	LT																															
LATE MOVIE II																																																															
	1 MON.	12.43A	43	CBS	FF	91	91	A			4.8	29	366	1317	643 262	689 269	501 473	25v120^						524 246	379 310	66^107^		90^	70^		14v	LT																															
	TUE.	12.43A	40					B			4.8	29	366																																																		
	1 WED.	12.42A	42																																																												
	1 THU.	12.45A	40																																																												
	1 FRI.	12.43A	45																																																												
	2 MON.	12.42A	44																																																												
	2 WED.	12.56A	44																																																												
	2 THU.	12.45A	42																																																												
	2 FRI.	12.43A	48																																																												
		1.00 - 1.30						A			4.7	30	359	1304	612 256	671 270	497 466	19v110^						532 256	395 323	59^ 98^		87^	75^		14v	LT																															
LOVE BOAT-11.30																																																															
	1 WED.	11.30P	68	ABC	CS	94	97	A			6.9	26	526	1340	640 368	815 401	601 477	99^163^						525 249	391 278	40v105^		LT	LT		LT	LT																															
	2 WED.	11.30P	67					B			6.9	26	526	1340	640 368	815 401	601 477	99 163						525 249	391 278	40 105		LT	LT		LT	LT																															
		11.30 - 12.00						A			7.6	25	580	1391	632 349	804 386	572 498	91^150^						587 297	444 322	23v109^		LT	LT		LT	LT																															
		12.00 - 12.30						A			6.7	28	511	1335	649 414	850 433	656 488	108^175^						485 217^	361 253	57v102^		LT	LT		LT	LT																															
MIDNIGHT SPECIAL																																																															
	FRI.	1.00A	90	NBC	PC	98	99	A			3.4	21	259	1247	304^270^	533 313^	379^215^	55v 93v						525 417^	482 332^	35v 43v		185^	69v		LT	LT																															
								B			3.6	24	275																																																		
CONT'D																																																															

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11							
LATE FRINGE CONT'D																																			
MIDNIGHT SPECIAL-CONT'D																																			
1.00 - 1.30															A	4.7	25	359	1362	409 314^	674	399	493	285^	53^128^	493	376	444	321^	44^	49^	183^	47^	LT	LT
1.30 - 2.00															A	3.1	20	237	1329	237^240^	544	350^	396^185^	64^	76^	552	463^	497^313^	46^	55^	233^	80^	LT	LT	
2.00 - 2.30															A	2.4	18	183	918	169^229^	256^103^	141^131^	49^	49^	536^426^	509^355^	LT	27^	126^	99^	LT	LT	LT	LT	
NBC LATE NIGHT MOVIE															A	2.4	14	183	760	383^164^	476^180^	306^190^	77^154^	224^	49^	131^159^	27^	65^	49^	LT	LT	LT	LT		
1 SUN. 12.00M 124 NBC FF 62 60															B	2.8	14	214																	
2 SUN. 11.30P 120																																			
11.30 - 12.00															A	2.7	10	206	1112^	399^127^	447^	24^	121^	97^	49^326^	485^228^	248^310^	LT	175^	180^	34^	LT	LT		
12.00 - 12.30															A	2.9	13	221	1140	497^388^	774	317^	489^280^	118^249^	259^	59^	145^172^	37^	87^	94^	LT	LT	LT	LT	
12.30 - 1.00															A	2.4	14	183	645^	432^ 82^	432^208^	350^208^	71^	71^	203^	LT	120^170^	33^	33^	LT	LT	LT	LT		
1.00 - 1.30															A	2.1	16	160	500^	338^ 57^	338^163^	269^169^	69^	69^	150^	LT	118^118^	32^	32^	LT	LT	LT	LT		
1.30 - 2.00															A	1.9	20	145	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
POLICE WOMAN															A	6.7	25	511	1391	642 326	830	340	522	538	51^179^	516	227^	370	304	82^119^	23^	LT	22^	22^	
1 THU. 11.30P 67 ABC OP 95 96															B	6.7	25	511	1391	642 326	830	340	522	538	51 179	516	227	370	304	82 119	23	LT	22	22	
2 THU. 11.30P 66																																			
11.30 - 12.00															A	6.7	22	511	1530	675 357	885	355	573	599	46^178^	586	249	409	336	98^147^	35^	LT	24^	24^	
12.00 - 12.30															A	6.8	27	519	1291	611 300	793	339	494	497	58^177^	467	217^	350	285	67^ 93^	12^	LT	19^	19^	
SATURDAY NIGHT															A	12.9	41	984	1700	595 370	691	447	586	445	29^ 83^	668	448	556	429	44^ 73^	238	91^	103^	102^	
SAT. 11.30P 79 NBC GV 99 99															B	12.6	39	961																	
11.30 - 12.00															A	14.1	39	1076	1724	597 362	687	430	559	426	40^104^	704	437	562	474	54^ 97^	213	88^	120	120	
12.00 - 12.30															A	13.1	43	1000	1670	589 368	686	456	593	441	24^ 70^	638	456	550	393	28^ 53^	251	94^	95^	95^	
TOMORROW SHOW															A	2.5	20	191	979	643 230^	670	184^	340	372	94^277^	278^105^	199^188^	37^	79^	31^	LT	LT	LT		
1 MON. 1.36A 49 NBC CC 97 97															B	2.6	19	198																	
1 TUE. 1.00A 45																																			
1 WED. 1.00A 47																																			
1 THU. 1.00A 46																																			
2 M & TH 1.00A 45																																			
2 TU & W 1.00A 50																																			
1.00 - 1.30															A	2.9	20	221	1113	737 271	787	235^	402	452	109^308	299	114^	208^195^	50^	91^	27^	LT	LT	LT	
1.30 - 2.00															A	2.0	18	153	876	510 222^	510	150^	242^209^	91^268^	366^144^	288^229^	LT	65^	LT	LT	LT	LT	LT		
2.00 - 2.30															A	1.6	18	122	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
TONIGHT SHOW															A	7.3	27	557	1483	719 332	822	281	464	411	136 279	546	232	356	322	82^144	65^	24^	50^	40^	
1 MON. 12.06A 75 NBC GV 99 99															B	7.4	27	565																	
1 TU & W 11.30P 77																																			
1 TH & F 11.30P 75																																			
2 M & TH 11.30P 75																																			
2 TU & F 11.30P 76																																			
2 WED. 11.30P 77																																			
11.30 - 12.00															A	8.8	27	671	1541	708 323	812	274	450	405	146 279	575	238	367	356	90 155	85^	27^	69^	55^	
12.00 - 12.30															A	7.2	28	549	1424	722 329	822	281	469	406	135 279	516	213	339	301	82^138	51^	23^	35^	28^	
12.30 - 1.00															A	4.3	22	328	1259	592^281^	637^159^	269^265^	88^283^	570^375^	375^229^	97^134^	52^	24^	LT	LT	LT	LT	LT		
1.00 - 1.30															A	3.2	21	244	1066	378^152^	447^135^	152^151^	82^230^	599^407^	407^311^	62^103^	20^	LT	LT	LT	LT	LT	LT		
TUESDAY MOVIE OF THE WEEK															A	3.4	20	259	1456	575 336^	857	425^	553	545	104^161^	580	414^	498	266^	35^	66^	LT	LT	LT	LT
1 TUE. 12.05A 101 ABC FF 92 95															B	3.4	20	259	1456	575 336	857	425	553	545	104 161	580	414	498	266	35 66	LT	LT	LT	LT	
2 TUE. 12.05A 109																																			
12.00 - 12.30															A	4.5	19	343	1612	599 299^	862	417	570	438	119^171^	675	448	577	314^	36^	76^	48^	38^	27^	27^
12.30 - 1.00															A	3.3	18	252	1409	575 222^	750	302^	425^472^	131^159^	659	413^	544	325^	37^	80^	LT	LT	LT	LT	
1.00 - 1.30															A	2.9	20	221	1448	579 379^	927	484^	610	638	91^176^	521^426^	462^236^	36^	59^	LT	LT	LT	LT	LT	
1.30 - 2.00															A	2.4	21	183	1579	475^787^	1262^847^	847^993^	LT	208^	317^262^	262^120^	55^	55^	LT	LT	LT	LT	LT	LT	



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PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 0-11			
							AVG. AUD. SHARE %	AVG. AUD. (0,000)		TOTAL	18-34			18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+					
WEEKDAY DAYTIME																												
ABC AFTERSCHOOL SPECIAL(S)							189		A	8.2	26	626	1764	654	109^	753	394	464	342^	47^204^	255^	79^	113^	98^	34^118^	188^159^	568	328^
2 WED. 4.30P 60 ABC FV							97		A	7.4	24	565	1660	685	127^	774	410^	503	395^	46^191^	226^	52^	78^	76^	35^128^	166^130^	494	267^
4.30 - 5.00									A	9.0	27	687	1833	623	90^	731	378	427	293^	50^216^	273^101^	140^115^	33^110^	204^182^	625	375		
5.00 - 5.30																												
ALL MY CHILDREN						238	190	190		A	9.0	34	687	1259	811	152	910	463	665	491	56^189	243	79^	138	133	14^ 75^	39^ 27^	67^ 12^
M-F 1.00P 60 ABC DD							98	98		B	8.9	32	679															
1.00 - 1.30										A	8.5	33	649	1254	797	144	884	452	672	491	49^163	263	95	154	140	14^ 74^	36^ 23^	71^ 12^
1.30 - 2.00										A	9.4	35	717	1261	824	161	936	476	659	491	62^215	222	63^	120	124	14^ 76^	42^ 30^	61^ 10^
ANOTHER WORLD						135	204	204		A	6.5	23	496	1248	845	181	960	297	517	465	122 364	178	35^	45^	59^	67^109^	31^ 28^	79^ 28^
M-F 2.30P 90 NBC DD							98	98		B	6.6	23	504															
2.30 - 3.00										A	6.0	22	458	1258	868	168	962	312	528	458	136 362	194	33^	42^	42^	85^137	27^ 22^	75^ 17^
3.00 - 3.30										A	6.4	22	488	1244	846	185	972	303	531	478	122 359	176	35^	45^	63^	66^105^	32^ 27^	64^ 18^
3.30 - 4.00										A	7.0	24	534	1262	839	183	959	286	508	471	106^364	169	38^	51^	72^	54^ 89^	42^ 33^	92^ 41^
AS THE WORLD TURNS						10	190	190		A	7.0	26	534	1260	890	204	986	208	427	424	172 489	217	45^	82^	81^	28^120	29^ 14^	28^ LT
M-F 1.30P 60 CBS DD							99	99		B	7.0	26	534	1260	890	204	986	208	427	424	172 489	217	45^	82^	81^	28^120	29^ 14^	28^ LT
1.30 - 2.00										A	6.7	25	511	1258	880	208	980	215	429	423	171 481	216	46^	79^	71^	28^127	32^ 16^	30^ LT
2.00 - 2.30										A	7.4	28	565	1230	879	192	969	197	417	410	171 489	207	37^	78^	85^	28^110	29^ 15^	25^ LT
BEAT THE CLOCK						10	147	148		A	2.6	16	198	1268	683	115^	820	324	486	414	116^248^	293^111^	151^	90^	66^142^	59^ LT	96^ LT	
M-F 10.00A 30 CBS QG							85	85		B	2.6	16	198	1268	683	115	820	324	486	414	116 248	293 111	151	90	66 142	59 LT	96 LT	
CAPTAIN KANGAROO						10	178	178		A	2.8	18	214	1519	509	65^	579	284	392	308	28^187^	160^	70^	90^	65^	23^ 66^	126^ 61^	654 121^
M-F 8.00A 60 CBS C							98	98		B	2.8	18	214	1519	509	65	579	284	392	308	28 187	160 70	90	65	23 66	126 61	654 121	
8.00 - 8.30										A	2.5	16	191	1670	529	47^	576	267^	366	293^	11 210^	205^	73^	95^	52^	32^105^	193^ 94^	696 193^
8.30 - 9.00										A	3.1	20	237	1367	477	72^	574	300	401	308	34^173^	105^	58^	75^	63^	11 30^	68^ 29^	620 64^
CARD SHARKS						237	135	136		A	3.4	20	259	1371	822	100^	876	219^	355	297	147^491	356	92^	131^154^	65^186^	70^ 39^	69^ 35^	
M-F 10.00A 30 NBC QG							81	82		B	4.2	21	320															
CBS LATE MORNING NEWS						10	148	148		A	3.4	20	259	1386	749	116^	965	336	487	344	93^424	243	65^	115^108^	52^113^	93^ 46^	85^ LT	
M-F 10.54A 6 CBS N							89	89		B	3.4	20	259	1386	749	116	965	336	487	344	93 424	243 65	115	108	52 113	93 46	85 LT	
DAYS OF OUR LIVES						135	210	210		A	6.5	25	496	1226	810	195	895	280	445	403	159 389	253	75^	90^	77^	81^154	20^ 16^	58^ 24^
M-F 1.00P 60 NBC DD							99	99		B	6.5	24	496															
1.00 - 1.30										A	6.2	24	473	1224	800	201	889	271	436	394	162 395	258	80^	98^	81^	71^152	20^ 16^	57^ 25^
1.30 - 2.00										A	6.8	26	519	1202	814	188	888	284	447	410	154 377	235	67^	76^	67^	87^150	19^ 15^	60^ 24^
DOCTORS						134	202	202		A	5.9	22	450	1251	867	119^	947	332	520	437	95^358	209	45^	58^	47^	87^142	19^ 16^	76^ 16^
M-F 2.00P 30 NBC DD							97	97		B	5.8	21	443															
EDGE OF NIGHT						225	156	156		A	5.1	17	389	1360	782	87^	898	410	598	468	89^254	233	78^	127^	92^	14^ 91^	108^ 88^	121^ 74^
M-F 4.00P 30 ABC DD							85	84		B	5.6	18	427															
FAMILY FEUD						236	194	193		A	6.0	30	458	1258	763	194	831	386	587	460	92^196	263	127^	163	125^	30^ 85^	46^ 22^	118^ 40^
M-F 11.30A 30 ABC QP							98	98		B	7.6	33	580															
GENERAL HOSPITAL						233	191	191		A	9.7	33	740	1211	799	109	876	422	610	500	82 212	147	37^	63^	49^	24^ 81	107 86	81 43^
M-F 3.00P 60 ABC DD							99	99		B	8.9	30	679															
3.00 - 3.30										A	9.4	33	717	1176	794	100	873	424	605	506	75^207	130	31^	54^	40^	20^ 75^	104 85	69^ 34^
3.30 - 4.00										A	10.0	34	763	1225	797	114	871	418	611	494	87 212	156	42^	70^	56^	27^ 82	109 85	89 50^
GOOD MORNING, AMERICA-730						239	190	190		A	3.6	24	275	1295	639	162^	690	250	392	400	123^222	353	109^	171^160^	91^146^	139^ 19^	113^ 62^	
M-F 7.30A 30 ABC N							98	98		B	3.3	23	252															

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11												
													TOTAL		18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49			25-54	55-64	55+									
WEEKDAY DAYTIME CONT'D																																				
GOOD MORNING, AMERICA-830										239	194	194	A	4.4	28	336	1265	694	122^	756	218	402	396	134^	316	420	147^	212	184	69^	176^	26v	LT	63^	32v	
M-F 8.30A 30 ABC N										97	97		B	4.3	24	328																				
GUIDING LIGHT										10	188	188	A	7.8	28	595	1245	874	161	983	233	476	452	152	447	178	38^	66^	76^	24v	88^	53^	35^	31^	17v	
M-F 2.30P 60 CBS DD										99	99		B	7.8	28	595	1245	874	161	983	233	476	452	152	447	178	38	66	76	24	88	53	35	31	17	
2.30 - 3.00													A	7.5	28	572	1247	898	159	1008	232	474	459	158	466	187	39^	69^	81^	22v	92^	36^	23v	16v	9v	
3.00 - 3.30													A	8.0	28	610	1238	859	156	965	232	475	450	147	434	167	34^	63^	71^	23v	83^	64^	43^	42^	24v	
HIGH ROLLERS										236	185	187	A	4.3	25	328	1250	718	89^	867	242	375	320	155^	424	292	81^	108^	112^	74^	150^	30v	LT	61^	37v	
M-F 11.00A 30 NBC QG										94	94		B	4.9	23	374																				
HOLLYWOOD SQUARES										30	171	171	A	4.0	23	305	1298	770	112^	842	226	400	348	144^	410	310	94^	133^	144^	56^	140^	70^	33v	76^	42v	
M-F 10.30A 30 NBC QP										86	86		B	4.2	22	320																				
LAVERNE & SHIRLEY M-F										113	177	177	A	4.4	25	336	1232	651	213	729	407	586	449	49^	120^	213	124^	169^	101^	LT	38v	81^	60^	209	60^	
M-F 11.00A 30 ABC CS										97	97		B	6.1	30	465																				
LOVE OF LIFE										10	134	136	A	3.3	11	252	1325	842	167^	933	354	501	374	157^	388	167^	55v	59v	48v	28v	96^	63^	LT	162^	63^	
M-F 4.00P 30 CBS DD										76	77		B	3.3	11	252	1325	842	167	933	354	501	374	157	388	167	55	59	48	28	96	63	LT	162	63	
MINDREADERS										30	153	154	A	2.9	13	221	1389	714	109^	809	212^	334	295	122^	420	375	116^	144^	146^	49v	181^	124^	55v	81^	31v	
M-F 12.00N 30 NBC QG										77	77		B	3.3	14	252																				
MORNING MON-FRI										10	178	180	A	2.2	15	168	1411	589	208^	619	131^	268^	292^	71v	292^	488	119^	202^	196^	95^	244^	149^	60v	155^	71v	
M-F 7.15A 45 CBS N										98	98		B	2.2	15	168	1411	589	208	619	131	268	292	71	292	488	119	202	196	95	244	149	60	155	71	
7.30 - 8.00													A	2.3	15	175	1451	548	177^	576	137^	251^	263^	58v	268^	485	125^	217^	200^	86v	222^	212^	80v	178^	103^	
ONE DAY AT A TIME-M F										10	185	191	A	7.2	24	549	1355	696	117	796	262	445	379	115	312	238	96^	147	115	20v	69^	186	129	135	75^	
M-F 3.30P 30 CBS CS										94	97		B	7.2	24	549	1355	696	117	796	262	445	379	115	312	238	96	147	115	20	69	186	129	135	75	
ONE LIFE TO LIVE										234	190	190	A	8.6	32	656	1178	816	109	919	483	661	518	80^	212	156	44^	70^	67^	13v	75^	52^	44^	51^	11v	
M-F 2.00P 60 ABC DD										99	99		B	8.1	29	618																				
2.00 - 2.30													A	8.3	31	633	1171	810	115	924	495	671	520	79^	210	155	44^	71^	70^	12v	70^	43^	37^	49^	LT	
2.30 - 3.00													A	8.9	33	679	1169	816	102	908	468	647	514	80^	212	151	42^	64^	61^	13v	76^	58^	50^	52^	15v	
PASSWORD PLUS										30	162	160	A	4.0	17	305	1334	649	122^	767	193^	375	371	134^	340	354	118^	161^	150^	32v	164^	121^	42v	92^	53^	
M-F 12.30P 30 NBC QG										82	82		B	4.3	17	328																				
PRICE IS RIGHT 1										10	189	191	A	5.1	29	389	1445	796	152^	934	324	486	372	119^	380	320	82^	105^	109^	LT	177	103^	51^	88^	18v	
M-F 11.00A 30 CBS AP										96	96		B	5.1	29	389	1445	796	152	934	324	486	372	119	380	320	82	105	109	LT	177	103	51	88	18	
PRICE IS RIGHT 2										10	189	191	A	5.6	29	427	1429	825	221	960	334	484	366	121^	400	286	66^	106^	128^	14v	129^	98^	38^	85^	27v	
M-F 11.30A 30 CBS AP										96	96		B	5.6	29	427	1429	825	221	960	334	484	366	121	400	286	66	106	128	14	129	98	38	85	27	
RYAN'S HOPE										238	183	183	A	6.7	28	511	1186	773	154	874	477	671	487	43^	140	187	78^	115^	103^	LT	59^	33^	16v	92^	11v	
M-F 12.30P 30 ABC DD										97	97		B	6.8	26	519																				
SEARCH FOR TOMORROW										10	188	188	A	7.4	31	565	1255	818	183	958	318	496	428	124	397	215	54^	66^	64^	26v	128	18v	LT	64^	10v	
M-F 12.30P 30 CBS DD										97	97		B	7.4	31	565	1255	818	183	958	318	496	428	124	397	215	54	66	64	26	128	18	LT	64	10	
TODAY SHOW-7.30AM										240	216	216	A	3.8	25	290	1421	738	190^	786	231	390	393	118^	321	565	164^	254	294	100^	259	LT	LT	55^	38v	
M-F 7.30A 30 NBC N										99	99		B	4.3	28	328																				
TODAY SHOW-8.30AM										240	213	213	A	4.6	29	351	1365	805	128^	846	199	344	371	124^	393	422	89^	154^	173	60^	226	46^	LT	51^	35v	
M-F 8.30A 30 NBC N										99	99		B	4.8	28	366																				
\$20,000 PYRAMID										238	170	171	A	4.2	20	320	1303	765	128^	827	349	568	469	106^	215	282	163^	199	136^	42v	83^	79^	41v	115^	46v	
M-F 12.00N 30 ABC QG										91	91		B	5.0	20	382																				



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #		DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11				
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+					
WEEKEND DAYTIME CONT'D																															
CBS NFL FOOTBALL GAME 1						2	198	199	A	11.8	35	900	1686	410	188	465	197	315	234	85	125	932	396	610	519	130	250	180	63	109	96
1 SUN. 1.00P 181 CBS SE							99	99	B	11.8	35	900	1686	410	188	465	197	315	234	85	125	932	396	610	519	130	250	180	63	109	96
2 SUN. 1.00P 195																															
1.00 - 1.30									A	9.9	35	755	1637	385	257	447	202	316	258	77	100	893	369	606	552	101	221	198	56	99	76
1.30 - 2.00									A	11.6	38	885	1710	405	240	456	210	313	240	85	109	940	403	629	549	87	237	203	47	111	100
2.00 - 2.30									A	12.2	37	931	1700	388	189	450	194	319	246	74	97	955	387	607	527	127	277	190	55	105	88
2.30 - 3.00									A	11.9	34	908	1772	464	268	550	252	394	263	85	124	922	380	590	486	136	250	189	78	111	90
3.00 - 3.30									A	12.7	35	969	1711	428	107	478	207	315	204	94	147	948	419	624	515	163	254	161	72	124	112
3.30 - 4.00									A	13.1	35	1000	1634	411	103	443	150	263	216	98	162	923	422	611	502	157	243	152	69	116	106
CBS NFL FOOTBALL GAME 2						1	180		A	13.0	33	992	1503	399	97	403	93	189	201	82	187	879	348	601	546	125	218	151	23	70	70
1 SUN. 4.01P 179 CBS SE							82		B	13.0	33	992	1503	399	97	403	93	189	201	82	187	879	348	601	546	125	218	151	23	70	70
4.00 - 4.30									A	9.3	26	710	1487	317	39	317	50	119	134	53	183	945	401	661	573	116	221	133	17	92	92
4.30 - 5.00									A	11.1	30	847	1426	309	53	309	45	122	135	64	174	871	338	596	539	133	210	151	15	95	95
5.00 - 5.30									A	14.3	38	1091	1458	380	88	389	70	165	197	89	192	875	344	604	540	128	214	120	18	74	74
5.30 - 6.00									A	14.3	37	1091	1435	366	76	366	79	169	196	92	170	933	412	663	576	117	208	111	21	25	25
6.00 - 6.30									A	14.5	35	1106	1626	475	124	475	137	257	251	86	185	888	333	589	547	125	237	179	36	84	84
6.30 - 7.00									A	14.2	31	1083	1572	506	175	506	148	264	260	89	204	789	272	511	511	134	225	216	29	61	61
CBS SPORTS SPECTACULAR						2	135	137	A	6.0	18	458	1502	573	273	638	255	427	338	23	171	506	242	308	285	35	135	202	56	156	129
1 SAT. 4.00P 60 CBS SA							86	86	B	6.0	18	458	1502	573	273	638	255	427	338	23	171	506	242	308	285	35	135	202	56	156	129
2 SAT. 5.00P 60																															
4.00 - 4.30									A	5.9	18	450	1722	669	211	691	200	410	367	LT	215	548	242	352	298	50	146	232	19	251	211
4.30 - 5.00									A	6.3	19	481	1647	533	219	556	173	327	285	46	164	603	302	448	354	40	122	256	42	232	197
5.00 - 5.30									A	5.2	15	397	1134	516	257	594	325	433	315	LT	133	322	173	173	173	27	149	178	106	40	40
5.30 - 6.00									A	6.3	17	481	1462	570	393	705	335	534	382	38	171	535	245	245	308	22	129	135	60	87	61
COLLEGE FOOTBALL '79						2	126	128	A	3.2	12	244	1123	361	184	427	218	238	124	139	172	570	213	369	341	90	180	126	49	LT	LT
SUN. 12.30P 30 ABC SA							85	90	B	3.2	12	244	1123	361	184	427	218	238	124	139	172	570	213	369	341	90	180	126	49	LT	LT
DEAR ALEX & ANNIE-11.56AM						2	178	182	A	5.0	23	382	1702	264	147	342	230	250	83	14	92	272	194	228	107	LT	24	190	79	898	576
SAT. 11.56A 3 ABC CN							92	93	B	5.0	23	382	1702	264	147	342	230	250	83	14	92	272	194	228	107	LT	24	190	79	898	576
DEAR ALEX & ANNIE-11.26AM						2	110	106	A	3.5	17	267	1393	296	75	349	200	218	169	LT	131	225	145	209	180	LT	LT	179	85	640	401
SUN. 11.26A 3 ABC CN							81	81	B	3.5	17	267	1393	296	75	349	200	218	169	LT	131	225	145	209	180	LT	LT	179	85	640	401
FACE THE NATION						2	147	152	A	3.2	14	244	1258	544	86	549	91	131	147	87	353	534	95	263	242	85	250	36	LT	139	99
SUN. 11.30A 30 CBS CC							92	90	B	3.2	14	244	1258	544	86	549	91	131	147	87	353	534	95	263	242	85	250	36	LT	139	99
FLASH GORDON						2	200	202	A	4.8	20	366	1675	319	123	434	270	322	181	21	70	281	199	229	199	LT	22	247	79	713	418
SAT. 11.00A 30 NBC CA							97	97	B	4.8	20	366	1675	319	123	434	270	322	181	21	70	281	199	229	199	LT	22	247	79	713	418
FRED & BARNEY MEET-THING						2	202	202	A	5.6	24	427	1841	215	175	311	195	215	199	19	37	214	164	203	118	LT	11	236	30	1080	618
SAT. 9.00A 30 NBC CA							99	99	B	5.6	24	427	1841	215	175	311	195	215	199	19	37	214	164	203	118	LT	11	236	30	1080	618
FRED & BARNEY-THING PT 2						2	202	202	A	5.9	24	450	2127	322	210	408	228	294	261	24	51	294	239	283	130	LT	11	226	26	1199	695
SAT. 9.30A 30 NBC CA							98	99	B	5.9	24	450	2127	322	210	408	228	294	261	24	51	294	239	283	130	LT	11	226	26	1199	695
GODZILLA						2	188	186	A	4.5	19	343	1560	281	87	406	259	312	155	35	56	251	173	204	142	LT	30	267	55	636	338
SAT. 11.30A 30 NBC CA							88	88	B	4.5	19	343	1560	281	87	406	259	312	155	35	56	251	173	204	142	LT	30	267	55	636	338
GREATEST SUPERFRIENDS-1						2	185	180	A	4.6	28	351	1402	261	54	261	134	261	261	LT	LT	108	33	75	75	33	33	63	LT	970	633
SAT. 8.00A 30 ABC CA							96	94	B	4.6	28	351	1402	261	54	261	134	261	261	LT	LT	108	33	75	75	33	33	63	LT	970	633
GREATEST SUPERFRIENDS-2						2	185	180	A	6.6	31	504	1587	321	59	321	196	275	268	LT	LT	87	57	57	29	30	30	56	LT	1123	712
SAT. 8.30A 30 ABC CA							96	94	B	6.6	31	504	1587	321	59	321	196	275	268	LT	LT	87	57	57	29	30	30	56	LT	1123	712



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKEND DAYTIME CONT'D																																			
IN THE NEWS-		8.26AM				2	183	185	A	4.6	28	351	1607	205	105	225	127	142	66	LT	77	99	LT	25	54	16	45	208	74	1075	655				
SAT.		8.26A	3	CBS	CN	96	96	B	4.6	28	351	1607	205	105	225	127	142	66	LT	77	99	LT	25	54	16	45	208	74	1075	655					
IN THE NEWS-		8.56AM				2	182	183	A	5.5	25	420	1629	281	97	298	114	192	109	LT	98	179	35	78	128	15	51	221	90	931	529				
SAT.		8.56A	3	CBS	CN	95	95	B	5.5	25	420	1629	281	97	298	114	192	109	LT	98	179	35	78	128	15	51	221	90	931	529					
IN THE NEWS-		9.26AM				2	197	197	A	8.0	32	610	1456	215	44	229	47	110	95	39	119	191	101	120	88	24	37	246	121	790	458				
SAT.		9.26A	3	CBS	CN	99	99	B	8.0	32	610	1456	215	44	229	47	110	95	39	119	191	101	120	88	24	37	246	121	790	458					
IN THE NEWS-		9.59AM				2	197	198	A	9.9	38	755	1507	215	103	243	93	143	116	42	97	236	114	153	120	36	36	219	106	809	437				
SAT.		9.59A	3	CBS	CN	99	99	B	9.9	38	755	1507	215	103	243	93	143	116	42	97	236	114	153	120	36	36	219	106	809	437					
IN THE NEWS-		11.56AM				2	191	192	A	6.9	28	526	1430	214	92	293	187	244	169	LT	23	255	123	195	136	LT	27	199	85	683	466				
SAT.		11.56A	3	CBS	CN	98	98	B	6.9	28	526	1430	214	92	293	187	244	169	LT	23	255	123	195	136	LT	27	199	85	683	466					
IN THE NEWS-		12.26PM				2	180	167	A	4.8	20	366	1301	227	58	279	128	172	164	LT	63	283	99	196	205	16	55	231	60	508	372				
SAT.		12.26P	3	CBS	CN	95	95	B	4.8	20	366	1301	227	58	279	128	172	164	LT	63	283	99	196	205	16	55	231	60	508	372					
IN THE NEWS-		12.56PM				2	170	160	A	5.2	21	397	1446	252	53	297	197	217	149	LT	65	335	149	257	173	LT	78	113	35	701	454				
SAT.		12.56P	3	CBS	CN	94	93	B	5.2	21	397	1446	252	53	297	197	217	149	LT	65	335	149	257	173	LT	78	113	35	701	454					
IN THE NEWS-		1.26PM				2	170	160	A	5.8	22	443	1296	278	73	298	155	241	165	24	57	252	120	145	110	LT	88	115	50	631	449				
SAT.		1.26P	3	CBS	CN	94	93	B	5.8	22	443	1296	278	73	298	155	241	165	24	57	252	120	145	110	LT	88	115	50	631	449					
IN THE NEWS		8.26AM-SUN.				2	50	49	A	.7	9	53	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
SUN.		8.26A	3	CBS	CN	38	36	B	.7	9	53	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
IN THE NEWS-		8.56AM-SUN.				2	45	41	A	.9	8	69	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
SUN.		8.56A	3	CBS	CN	37	34	B	.9	8	69	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
IN THE NEWS-		10.56AM				2	190	189	A	8.2	33	626	1479	271	95	306	108	183	133	19	123	242	72	161	182	23	37	236	119	695	374				
SAT.		10.56A	3	CBS	CN	98	97	B	8.2	33	626	1479	271	95	306	108	183	133	19	123	242	72	161	182	23	37	236	119	695	374					
IN THE NEWS-		11.26AM				2	190	189	A	7.9	32	603	1345	247	101	280	174	214	112	9	51	207	101	163	134	LT	19	213	58	645	379				
SAT.		11.26A	3	CBS	CN	98	97	B	7.9	32	603	1345	247	101	280	174	214	112	9	51	207	101	163	134	LT	19	213	58	645	379					
ISSUES AND ANSWERS		SUN.	2	146	138	A	1.7	7	130	1023	469	77	569	46	208	184	61	361	362	39	123	123	LT	239	92	38	LT	LT	LT	LT					
SUN.		12.00N	30	ABC	CC	91	86	B	1.7	7	130	1023	469	77	569	46	208	184	61	361	362	39	123	123	LT	239	92	38	LT	LT					
JASON OF STAR COMMAND		SAT.	2	178	164	A	5.1	21	389	1357	195	69	256	123	169	146	LT	49	288	138	218	157	12	44	214	62	599	427	256	123					
SAT.		12.00N	30	CBS	CA	94	93	B	5.1	21	389	1357	195	69	256	123	169	146	LT	49	288	138	218	157	12	44	214	62	599	427					
JETSONS		SAT.	2	154	146	A	4.8	19	366	1762	342	98	453	251	298	196	42	93	206	65	97	118	16	67	282	120	821	495	453	251					
SAT.		12.30P	30	NBC	CA	78	75	B	4.8	19	366	1762	342	98	453	251	298	196	42	93	206	65	97	118	16	67	282	120	821	495					
JONNY QUEST		SAT.	2	163	163	A	4.7	19	359	1830	349	123	469	284	337	225	29	68	278	168	207	154	LT	40	260	77	823	488	469	284					
SAT.		12.00N	30	NBC	CA	80	78	B	4.7	19	359	1830	349	123	469	284	337	225	29	68	278	168	207	154	LT	40	260	77	823	488					
KIDS ARE PEOPLE TOO II		SUN.	2	109	106	A	2.9	15	221	1538	267	100	326	230	230	193	LT	96	307	244	281	179	LT	LT	216	113	689	416	326	230					
SUN.		10.30A	30	ABC	CL	81	81	B	2.9	15	221	1538	267	100	326	230	230	193	LT	96	307	244	281	179	LT	LT	216	113	689	416					
KIDS ARE PEOPLE TOO III		SUN.	2	109	106	A	3.4	17	259	1467	294	89	352	212	231	185	LT	121	251	158	231	204	LT	LT	196	89	668	413	352	212					
SUN.		11.00A	30	ABC	CL	81	81	B	3.4	17	259	1467	294	89	352	212	231	185	LT	121	251	158	231	204	LT	LT	196	89	668	413					
MAJOR LEAGUE BASEBALL		1 SUN.	2	170	179	A	4.9	14	374	1513	551	171	611	130	331	316	61	221	746	227	430	409	80	275	84	19	72	48	611	130					
2 SUN.		1.30P	185	ABC	SE	94	97	B	4.9	14	374	1513	551	171	611	130	331	316	61	221	746	227	430	409	80	275	84	19	72	48					
CONT'D																																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



PROGRAM INFORMATION										AUDIENCE COMPOSITION									
PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
T/C SEASON										NO. OF STATIONS & PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										TEENS (12-17)									
K E Y										CHILDREN (2-11)									
AVG. AUD. SHARE %										TOTAL PERSONS (2+)									
AVG. AUD. (0,000)										LADY WORK- ING HOUSE WOM.									
TOTAL										WOMEN									
18- 34										18- 49									
25- 54										55- 64									
55+ 64										55+ 64									
TOTAL										TOTAL									
18- 34										18- 49									
25- 54										25- 54									
55- 64										55- 64									
55+ 64										55+ 64									
TOTAL FEM.										TOTAL FEM.									
TOTAL 6-11										TOTAL 6-11									
WEEKEND DAYTIME CONT'D																			
WORLD SERIES OF GOLF-SAT(S)										144									
2 SAT. 3.30P 90 CBS SE										91									
3.30 - 4.00										A 3.2 10 244									
4.00 - 4.30										A 3.1 10 237									
4.30 - 5.00										A 3.4 10 259									
WORLD SERIES OF GOLF-SUN(S)										177									
2 SUN. 4.15P 120 CBS SE										94									
4.30 - 5.00										A 5.1 12 389									
5.00 - 5.30										A 4.4 11 336									
5.30 - 6.00										A 4.8 12 366									
										A 5.9 14 450									

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 17, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,180 21.2				24,800 32.5							
	ABC TV								240-ROBERT (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						12,060 15.8	15.3*		16.3*	11,830 15.5	16.2*		17.7*		18.7*		15.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 15.1	26* 15.5		26* 16.2	26 15.9	25* 16.5		27* 17.7		29* 18.6		26* 16.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,260 20.0				19,530 25.6		17,240 22.6		15,870 20.8			
	CBS TV								WHITE SHADOW (OP)		M*A*S*H		WKRP IN CINCINNATI			LOU GRANT		
	AVERAGE AUDIENCE (Households (000) & %)						11,060 14.5	13.5*		15.5*	17,240 22.6		15,410 20.2		13,050 17.1		17.2*	17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 12.8	23* 14.1		24* 14.8	34 21.8	30 23.4	30 20.4	20.1	28 17.3	27* 17.0	29* 16.9	29* 17.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)						22,200 29.1				30,370 39.8							
	NBC TV								LITTLE HOUSE-PRAIRIE (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						18,390 24.1	22.6*		25.6*	19,760 25.9	25.5*		26.6*		27.0*		26.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						39 21.1	38* 24.1		40* 25.2	42 25.2	38* 25.8		39* 26.6		42* 27.1		44* 25.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,120 18.5				28,610 37.5							
	ABC TV								240-ROBERT (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						10,680 14.0	13.8*		14.2*	17,320 22.7	19.7*		24.1*		25.3*		23.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 13.3	23* 14.3		22* 14.2	38 18.8	30* 20.6		37* 23.8		40* 25.2		38* 23.8
E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,880 19.5				20,450 26.8		17,930 23.5		16,710 21.9			
	CBS TV								WHITE SHADOW (OP)		M*A*S*H		WKRP IN CINCINNATI			LOU GRANT		
	AVERAGE AUDIENCE (Households (000) & %)						11,600 15.2	14.3*		16.2*	18,620 24.4		15,950 20.9		13,430 17.6		17.8*	17.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 14.0	24* 14.6		25* 15.3	37 24.0	32 24.8	32 21.0	20.9	29 18.3	29* 17.3	29* 17.6	29* 17.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)						23,500 30.8				21,900 28.7							
	NBC TV								LITTLE HOUSE-PRAIRIE (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						19,380 25.4	24.1*		26.6*	14,650 19.2	20.0*		19.3*		18.7*		19.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						41 23.2	40* 25.0		41* 26.5	30 20.6	30* 19.4		29* 19.5		30* 19.0		32* 18.8
TV HOUSEHOLDS USING TV WK. 1		WK. 1	50.6	51.6	52.1	54.0	57.1	60.5	62.8	64.7	66.2	67.7	67.6	67.2	65.4	63.7	61.0	58.3
(See Def. 1)		WK. 2	54.6	56.3	57.0	59.0	59.8	61.6	63.2	65.3	66.2	66.9	66.4	65.5	62.5	61.7	60.4	58.3
U.S. TV Households: 76,300,000																		

EVE. MON. SEPT. 24, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.18, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		18,540 24.3 HAPPY DAYS		17,700 23.2 ANGIE		20,680 27.1 THREE'S COMPANY		19,000 24.9 TAXI (OP)		15,720 20.6 LAZARUS SYNDROME					
W E E K 1	ABC TV		{		16,630 21.8 36 21.0		16,100 21.1 33 20.9		18,620 24.4 37 23.6		17,090 22.4 35 22.5		12,670 16.6 28 17.7		17.1* 28* 16.3		
	AVERAGE AUDIENCE (Households (000) & %)		{														
	SHARE OF AUDIENCE %		{														
	AVG. AUD. BY ¼ HR.		{														
TOTAL AUDIENCE (Households (000) & %)		{		20,600 27.0													
CBS TV		{								OTHER SIDE OF MIDNIGHT (OP)							
AVERAGE AUDIENCE (Households (000) & %)		{		12,130 15.9 26 13.3		13.8* 23* 14.4		15.7* 25* 15.3		16.7* 25* 16.4		16.4* 25* 16.3		16.7* 27* 16.6		16.2* 28* 16.4	
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TOTAL AUDIENCE (Households (000) & %)		{		18,850 24.7				24,190 31.7									
NBC TV		{				SHERIFF LOBO (OP)						NBC TUE. NIGHT MOVIE SEMI-TOUGH					
AVERAGE AUDIENCE (Households (000) & %)		{		14,270 18.7 30 16.1		17.1* 29* 18.1		20.4* 32* 20.1		15,030 19.7 32 18.9		18.8* 29* 18.7		19.8* 31* 20.1		20.4* 34* 20.0	
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TOTAL AUDIENCE (Households (000) & %)		{		19,080 25.0		18,240 23.9		22,280 29.2		18,080 23.7		13,510 17.7					
ABC TV		{				HAPPY DAYS		ANGIE		THREE'S COMPANY		TAXI (OP)		LAZARUS SYNDROME			
AVERAGE AUDIENCE (Households (000) & %)		{		16,400 21.5 38 20.4		16,560 21.7 36 22.7		19,990 26.2 42 21.0		16,630 21.8 35 22.5		10,530 13.8 24 15.5		14.7* 25* 13.9		12.9* 23* 13.3	
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TOTAL AUDIENCE (Households (000) & %)		{		13,890 18.2				19,460 25.5									
CBS TV		{				CALIFORNIA FEVER (OP)						CBS TUESDAY NIGHT MOVIES DEATH CAR ON THE FREEWAY					
AVERAGE AUDIENCE (Households (000) & %)		{		9,230 12.1 21 12.5		11.9* 21* 11.4		12.3* 20* 12.3		13,730 18.0 30 14.2		14.9* 24* 15.6		17.1* 28* 16.8		19.7* 33* 17.4	
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TOTAL AUDIENCE (Households (000) & %)		{		18,390 24.1				21,060 27.6									
NBC TV		{				SHERIFF LOBO (OP)						NBC TUE. NIGHT MOVIE LAST CONVERTIBLE, PART 2					
AVERAGE AUDIENCE (Households (000) & %)		{		13,890 18.2 31 15.4		16.1* 29* 16.9		20.2* 34* 19.7		15,260 20.0 33 18.6		18.3* 29* 18.1		19.5* 32* 19.4		20.9* 35* 21.0	
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		{		46.7 49.5		48.9 51.2		50.9 52.1		53.7 54.5		58.3 55.6		61.3 57.3		62.7 59.0	
U.S. TV Households: 76,300,000		{															

For explanation of symbols, See page A.

EVE.TUE. SEPT.25, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. SEPT.19, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						27,090 35.5				24,570 32.2				20,140 26.4			
	ABC TV						EIGHT IS ENOUGH				CHARLIE'S ANGELS (OP)				VEGAS			
	AVERAGE AUDIENCE (Households (000) & %)						21,590 28.3	26.3*		30.3*	21,210 27.8	27.3*		28.4*	17,170 22.5	22.9*		22.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						46 24.7	44 *		47 *	43 27.0	43 *		44 *	38 22.9	38 *		36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,690 12.7		8,930 11.7		16,710 21.9							
	CBS TV						LAST RESORT		STRUCK BY LIGHTNING (OP)		CBS WEDNESDAY NIGHT MOVIE SEX AND THE SINGLE PARENT							
	AVERAGE AUDIENCE (Households (000) & %)						8,160 10.7		8,010 10.5		11,520 15.1	14.1*		14.3*		15.8*		16.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 10.8		16 10.5		24 14.1	22 *		22 *		26 *		28 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,950 20.9				17,240 22.6							
	NBC TV						REAL PEOPLE (OP)				NBC WED. NIGHT MOVIES MRS. R'S DAUGHTER							
	AVERAGE AUDIENCE (Households (000) & %)						12,510 16.4	15.3*		17.4*	12,820 16.8	16.6*		16.5*		17.1*		17.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 14.5	26 *		27 *	27 16.6	26 *		26 *		28 *		29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						22,810 29.9				23,650 31.0				20,220 26.5			
	ABC TV						EIGHT IS ENOUGH				CHARLIE'S ANGELS (OP)				VEGAS			
	AVERAGE AUDIENCE (Households (000) & %)						17,930 23.5	21.7*		25.2*	19,460 25.5	24.9*		26.2*	16,480 21.6	22.4*		20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						40 20.7	38 *		41 *	40 24.5	40 *		41 *	37 22.9	38 *		37 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,000 11.8		8,550 11.2		16,560 21.7							
	CBS TV						LAST RESORT		STRUCK BY LIGHTNING (OP)		CBS WEDNESDAY NIGHT MOVIE THE BETSY (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						7,020 9.2		7,250 9.5		9,160 12.0	12.9*		12.0*		11.1*		11.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 9.6		16 8.9		20 13.2	20 *		19 *		19 *		20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,140 26.4				19,460 25.5							
	NBC TV						REAL PEOPLE (OP)				NBC WED. NIGHT MOVIES LAST CONVERTIBLE, PART 3							
	AVERAGE AUDIENCE (Households (000) & %)						16,020 21.0	20.0*		22.0*	14,730 19.3	18.6*		19.4*		19.8*		19.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						35 19.2	35 *		36 *	32 18.4	30 *		30 *		33 *		34 *
TV HOUSEHOLDS USING TV			WK. 1	50.4	52.4	53.4	55.4	58.2	61.3	63.5	64.4	63.7	64.1	64.4	64.4	60.8	60.4	59.2
(See Def. 1)			WK. 2	48.7	50.3	52.1	54.3	56.7	58.5	60.0	62.5	62.6	63.4	63.9	63.7	60.1	58.6	57.2
																		55.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.WED. SEPT.26, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. SEPT. 20, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
EVE. THU. SEPT. 20, 1979																		
W	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
E	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
K	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
I	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
E	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
K	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV		WK. 1	47.5	49.1	50.9	53.4	57.2	59.9	61.6	62.4	63.3	64.2	64.7	64.6	60.0	59.3	57.7	56.7
(See Def. 1)		WK. 2	48.0	49.9	51.4	53.7	55.5	57.5	59.7	60.9	60.6	61.4	62.0	61.8	59.3	59.1	58.2	55.1

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. THU. SEPT. 27, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. SEPT. 21, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	CBS TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
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	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
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	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
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	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
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	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
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	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
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	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{							
	ABC TV	{					{					{							
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					{					{							
W E K 2	TOTAL AUDIENCE (Households (000) & %)																		



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.22, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,060 14.5	9,610 12.6		14,500 19.0				17,090 22.4				
	ABC TV					ROPER'S		DETECTIVE SCHOOL		LOVE BOAT (OP)				HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					9,840 12.9		8,390 11.0		11,750 15.4		14.3*		16.6*		17.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					25 12.9		21 11.1		27 13.0		26 *		29 *		34 *	
E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,630 10.0	8,320 10.9		16,790 22.0								
	CBS TV					WORKING STIFFS		BAD NEWS BEARS (OP)				LUCKY LADY (-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					6,640 8.7		7,550 9.9		7,860 10.3		9.9*		10.0*		10.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					17 9.0		18 9.8		19 9.9		18 *		17 *		20 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					27,160 35.6			17,780 23.3								
	NBC TV							CHIPS (OP)						MAN CALLED SLOANE			
	AVERAGE AUDIENCE (Households (000) & %)					19,460 25.5		22.9*		26.3*		26.4*		26.3*		18.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					47 22.1		44 *		49 *		48 *		46 *		35 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,670 16.6	10,610 13.9		18,920 24.8				16,480 21.6				
	ABC TV					ROPER'S		DETECTIVE SCHOOL		LOVE BOAT (OP)				HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					10,830 14.2		9,690 12.7		15,490 20.3		19.9*		20.7*		16.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					28 13.5		24 15.0		37 12.2		37 *		38 *		33 *	
E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,170 9.4	8,700 11.4		9,310 12.2				11,140 14.6				
	CBS TV					WORKING STIFFS		BAD NEWS BEARS (OP)		BIG SHAMUS, LITTLE SHAMUS				PARIS			
	AVERAGE AUDIENCE (Households (000) & %)					5,800 7.6		7,780 10.2		7,020 9.2		9.3*		9.0*		11.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					15 7.9		19 7.3		17 9.6		17 *		16 *		23 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					22,280 29.2			17,470 22.9				16,330 21.4				
	NBC TV							CHIPS (OP)		B.J. AND THE BEAR				MAN CALLED SLOANE			
	AVERAGE AUDIENCE (Households (000) & %)					17,850 23.4		21.6*		25.3*		19.9		20.1*		17.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					45 20.4		43 *		47 *		37		37 *		35 *	
TV HOUSEHOLDS USING TV		WK. 1	46.5	46.6	47.7	50.5	52.2	52.4	53.2	54.0	54.3	55.7	57.2	57.6	54.6	53.0	52.5
(See Def. 1)		WK. 2	44.4	45.4	46.6	47.8	48.8	51.2	52.4	54.4	54.3	54.1	54.5	54.6	51.9	50.5	50.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.29, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. SEPT. 23, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,550 9.9	8,240 10.8	16,250 21.3	13,430 17.6	19,760 25.9												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 7.9	7,020 9.2	14,800 19.4	12,210 16.0	10,910 14.3	15.0*	14.9*	13.8*	13.6*								
	SHARE OF AUDIENCE %	14	16	31	25	24	22 *	22 *	21 *	22 *								
W E E K 1	AVG. AUD. BY 1/4 HR. %	7.7	8.1	8.2	10.2	18.5	20.2	16.3	15.7	14.8	15.2	15.3	14.4	13.9	13.7	13.6	13.6	
	TOTAL AUDIENCE (Households (000) & %)	{ 26,550 34.8	21,140 27.7	19,760 25.9	19,080 25.0	17,850 23.4												
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 20,750 27.2	27.1*	27.3*	21.3	20.3*	22.2*	17,850 23.4	17,470 22.9	15,340 20.1	20.6*	19.7*						
W E E K 1	SHARE OF AUDIENCE %	48	49 *	47 *	33	33 *	34 *	35	34	32	32 *	32 *						
	AVG. AUD. BY 1/4 HR. %	26.2	28.1	27.9	26.7	20.6	20.1	21.8	22.5	22.6	24.2	22.7	23.2	20.5	20.7	20.2	19.2	
	TOTAL AUDIENCE (Households (000) & %)	{ 24,260 31.8	28,230 37.0															
	NBC TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{ 14,800 19.4	15.2*	19.2*	19.9*	23.2*	19,610 25.7	24.4*	25.6*	26.4*	26.9*							
	SHARE OF AUDIENCE %	32	28 *	33 *	32 *	36 *	41	36 *	38 *	41 *	44 *							
	AVG. AUD. BY 1/4 HR. %	14.0	16.4	18.7	19.7	19.8	20.0	23.0	23.4	24.3	24.6	25.3	25.9	26.4	26.4	26.8	27.0	
	TOTAL AUDIENCE (Households (000) & %)	{ 10,150 13.3	9,380 12.3	16,860 22.1	14,950 19.6	24,640 32.3												
W E E K 1	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,240 10.8	8,620 11.3	15,030 19.7	13,120 17.2	15,870 20.8	20.3*	19.4*	22.1*	21.5*								
	SHARE OF AUDIENCE %	20	20	32	27	34	31 *	30 *	37 *	38 *								
	AVG. AUD. BY 1/4 HR. %	9.7	11.9	10.9	11.7	18.6	20.8	17.1	17.2	20.5	20.0	19.4	19.5	22.3	22.0	22.5	20.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 24,720 32.4	15,720 20.6	17,630 23.1	17,090 22.4	16,400 21.5	20,750 27.2											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 18,920 24.8	23.3*	26.3*	14,270 18.7	15,790 20.7	15,870 20.8	15,180 19.9	17,010 22.3	22.4*	22.1*							
	SHARE OF AUDIENCE %	44	43 *	46 *	31	32	32	30	39	38 *	39 *							
W E E K 2	AVG. AUD. BY 1/4 HR. %	21.8	24.7	26.4	26.2	18.5	18.9	20.1	21.2	20.5	21.1	19.5	20.4	22.2	22.6	22.4	21.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 15,490 20.3	24,110 31.6	13,120 17.2														
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 11,220 14.7	12.6*	16.5*	16,400 21.5	19.0*	21.9*	22.5*	9,770 12.8	13.0*	12.6*							
W E E K 2	SHARE OF AUDIENCE %	26	23 *	29 *	34	31 *	34 *	34 *	22	22 *	22 *							
	AVG. AUD. BY 1/4 HR. %	11.2	13.6	15.8	17.1	18.7	19.2	21.6	22.2	22.5	22.6	23.3	21.7	13.2	12.9	12.4	12.7	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 53.8	56.3	57.8	59.6	61.5	62.8	64.2	65.9	66.6	67.6	67.5	67.5	64.8	64.2	62.6	60.9	
		WK. 2 53.3	55.0	57.1	58.4	59.7	62.4	63.0	64.4	65.9	65.9	65.6	65.0	59.6	58.5	57.6	55.4	

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. SUN. SEPT. 30, 1979



SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					{					{						
	ABC TV	ABC SUNDAY NIGHT MOVIE S.O.S. TITANIC					ABC WEEKEND REPORT-SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{						
	SHARE OF AUDIENCE %	{					{					{						
	AVG. AUD. BY 1/4 HR. %	14.3	14.1	15.0	13.7	3.4	2,750	3.6	2,590	3.4	14	14.2*	26*	40*	14	14.3*	14.3*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{						
	CBS TV	CBS SUNDAY NEWS-BRADLEY					LATE MOVIE I >(-OP)					LATE MOVIE II >(-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{						
	SHARE OF AUDIENCE %	{					{					{						
	AVG. AUD. BY 1/4 HR. %	7.1	7.1	7.1	7.1	7.1	5,340	7.0	7.4*	25	7.7	7.2	6.8	6.6	5.4	5.2	5.0	4.9*
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					{					{						
	NBC TV	BIG EVENT THE OUTLAW JOSEY WALES					NBC LATE NIGHT MOVIE (12:00-2:04AM)(-OP)					TONIGHT SHOW >(-OP)					TOMORROW SHOW (M-TH)>(-OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{					{	
	SHARE OF AUDIENCE %	{					{					{					{	
	AVG. AUD. BY 1/4 HR. %	25.0*	46*	23.5	23.5	23.5	3,130	4.1	1,680	2.2	3.0*	15	13*	15	13*	15	2,670	3.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{						
	ABC TV	ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{						
	SHARE OF AUDIENCE %	{					{					{						
	AVG. AUD. BY 1/4 HR. %	5,950	7.8	7.5	17	7.5	5,490	7.2	7.2	27	9.3	7.2	27	27	20	20	1,980	2.6
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					{					{						
	CBS TV	CBS SUNDAY NEWS-BRADLEY					LATE MOVIE I >(-OP)					LATE MOVIE II >(-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{						
	SHARE OF AUDIENCE %	{					{					{						
	AVG. AUD. BY 1/4 HR. %	6,030	7.9	7.9	17	7.9	7,170	9.4	9.4	24	7.6	6.9	6.5	6.1	5.2	4.8	4.7	4.5*
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{						
	NBC TV	NBC LATE NIGHT MOVIE (-OP)					TONIGHT SHOW >(-OP)					TOMORROW SHOW (M-TH)>(-OP)(-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{					{	
	SHARE OF AUDIENCE %	{					{					{					{	
	AVG. AUD. BY 1/4 HR. %	3,430	4.5	2.6	2.7*	2.8*	9,840	12.9	12.9	28	9.1	8.3	7.8	6.4	6.0	6.1	2,440	3.2
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					{					{						
	ABC TV	ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{						
	SHARE OF AUDIENCE %	{					{					{						
	AVG. AUD. BY 1/4 HR. %	5,720	7.5	28	27*	28*	5,720	7.5	8.7*	28	9.1	8.3	7.8	6.4	6.0	6.1	1,750	2.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	56.9	50.7	38.8	32.4	24.5	21.3	17.0	35.0	31.5	27.5	24.8	22.0	19.3	16.7	14.8	13.3
U.S. TV Households: 76,300,000		WK 2	45.7	39.6	29.3	26.1	23.4	21.3	18.8	34.1	30.9	26.6	23.5	20.5	17.8	15.6	13.8	12.0

TV HOUSEHOLDS USING TV		WK 1	WK 2	56.9	50.7	38.8	32.4	24.5	21.3	17.0	35.0	31.5	27.5	24.8	22.0	19.3	16.7	14.8	13.3
(See Def. 1)		WK 1	WK 2	45.7	39.6	29.3	26.1	23.4	21.3	18.8	34.1	30.9	26.6	23.5	20.5	17.8	15.6	13.8	12.0

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 17-21, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,740 4.9		4,120 5.4											
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		2,750 3.6		3,430 4.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		23 3.5 3.7		29 4.5 4.6											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,900 3.8		3,360 4.4				2,440 3.2		3,280 4.3					
	CBS TV	{		MORNING MON-FRI (CO-OP) (PARTICIPATING)		CAPTAIN KANGAROO				BEAT THE CLOCK		WHEN (10:30-10:54AM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{		1,750 2.3		2,060 2.7		3,1*		1,980 2.6		2,750 3.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		16 2.3 2.3 2.4		17 2.1 2.5 3.0		20 * 3.2		15 2.5 2.8		21 3.6 3.8					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,740 4.9		4,270 5.6				2,980 3.9		3,660 4.8					
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{		2,900 3.8		3,360 4.4				2,520 3.3		2,980 3.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		25 3.8 3.9		28 4.3 4.4				20 3.1 3.4		23 3.8 3.9					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,900 4.7		3,740 4.9											
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		2,750 3.6		3,200 4.2											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		24 3.6 3.6		27 4.1 4.2											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		2,670 3.5		3,430 4.5				2,290 3.0		2,900 3.8					
	CBS TV	{		MORNING MON-FRI (CO-OP) (PARTICIPATING)		CAPTAIN KANGAROO				BEAT THE CLOCK		WHEN (10:30-10:54AM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{		1,680 2.2		2,210 2.9		3.2*		1,980 2.6		2,520 3.3					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		15 2.2 2.1 2.2		18 2.4 2.8 3.1		21 * 3.2		16 2.5 2.6		19 3.2 3.5					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,590 4.7		4,350 5.7				2,980 3.9		3,660 4.8					
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{		2,900 3.8		3,740 4.9				2,590 3.4		3,130 4.1					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		25 3.7 3.9		31 4.8 5.0				20 3.5 3.4		24 4.0 4.2					
TV HOUSEHOLDS USING TV WK 1		7.7	10.0	12.0	13.5	14.6	15.6	15.2	15.3	15.6	16.3	16.8	17.4	16.8	17.3	17.2	17.5
(See Def. 1) WK. 2		6.9	9.4	11.7	13.1	14.1	15.2	14.9	15.0	15.5	16.2	16.6	16.9	16.3	16.7	17.0	17.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 24-28, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 17-21, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,120 5.4		{ 5,570 7.3		{ 4,200 5.5		{ 6,100 8.0		{ 9,230 12.1		{ 8,320 10.9					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,430 4.5		{ 4,730 6.2		{ 3,510 4.6		{ 5,110 6.7		{ 6,940 9.1		{ 6,640 8.7		{ 8.4*		{ 8.9*	
	SHARE OF AUDIENCE %	{ 26		{ 32		{ 21		{ 28		{ 34		{ 36 *		{ 31 *		{ 32	
WEEK 2	AVG. AUD. BY ¼ HR. %	{ 4.3		{ 4.6		{ 5.8		{ 6.6		{ 4.4		{ 4.8		{ 6.5		{ 7.0	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,500 5.9		{ 4,960 6.5		{ 6,260 8.2		{ 7,170 9.4		{ 7,170 9.4		{ 7,400 9.7					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,890 5.1		{ 4,200 5.5		{ 5,490 7.2		{ 6,490 8.5		{ 5,420 7.1		{ 6,100 8.0		{ 7.4*		{ 7.7*	
WEEK 1	SHARE OF AUDIENCE %	{ 29		{ 29		{ 30		{ 35		{ 26		{ 25 *		{ 28 *		{ 28 *	
	AVG. AUD. BY ¼ HR. %	{ 4.9		{ 5.3		{ 5.3		{ 5.8		{ 7.2		{ 7.2		{ 8.3		{ 8.7	
	TOTAL AUDIENCE (Households (000) & %)	{ 3,430 4.5		{ 3,660 4.8		{ 2,590 3.4		{ 3,660 4.8		{ 6,330 8.3		{ 4,880 6.4		{ 7,170 9.4			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)	{ 3,050 4.0		{ 3,200 4.2		{ 2,210 2.9		{ 2,980 3.9		{ 4,880 6.4		{ 4,500 5.9		{ 4,880 6.4		{ 5.9*	
	SHARE OF AUDIENCE %	{ 23		{ 22		{ 13		{ 16		{ 24		{ 23 *		{ 25 *		{ 22	
	AVG. AUD. BY ¼ HR. %	{ 4.0		{ 4.0		{ 4.1		{ 4.2		{ 2.8		{ 3.0		{ 3.8		{ 4.1	
	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.1		{ 5,110 6.7		{ 3,430 4.5		{ 5,950 7.8		{ 8,850 11.6		{ 8,470 11.1					
WEEK 1	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,200 4.2		{ 4,350 5.7		{ 2,980 3.9		{ 5,040 6.6		{ 6,710 8.8		{ 6,490 8.5		{ 8.1*		{ 8.9*	
	SHARE OF AUDIENCE %	{ 24		{ 28		{ 18		{ 27		{ 34		{ 32 *		{ 35 *		{ 31 *	
	AVG. AUD. BY ¼ HR. %	{ 4.0		{ 4.4		{ 5.4		{ 6.0		{ 3.7		{ 4.0		{ 6.3		{ 7.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,580 6.0		{ 4,960 6.5		{ 6,560 8.6		{ 7,170 9.4		{ 7,480 9.8		{ 7,100 9.3					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,890 5.1		{ 4,430 5.8		{ 5,880 7.7		{ 6,490 8.5		{ 5,340 7.0		{ 5,720 7.5		{ 7.3*		{ 7.4*	
	SHARE OF AUDIENCE %	{ 29		{ 30		{ 32		{ 36		{ 27		{ 26 *		{ 28 *		{ 27	
WEEK 1	AVG. AUD. BY ¼ HR. %	{ 5.0		{ 5.3		{ 5.5		{ 6.0		{ 7.5		{ 7.8		{ 8.3		{ 8.6	
	TOTAL AUDIENCE (Households (000) & %)	{ 3,970 5.2		{ 4,650 6.1		{ 2,590 3.4		{ 3,740 4.9		{ 6,710 8.8		{ 4,960 6.5		{ 7,250 9.5			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,510 4.6		{ 4,040 5.3		{ 2,210 2.9		{ 3,050 4.0		{ 5,040 6.6		{ 4,430 5.8		{ 5,040 6.6		{ 6.1*	
TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %	{ 26		{ 27		{ 13		{ 16		{ 25		{ 25 *		{ 26 *		{ 22	
	AVG. AUD. BY ¼ HR. %	{ 4.6		{ 4.6		{ 5.3		{ 5.4		{ 2.8		{ 3.0		{ 3.7		{ 4.3	
	WK. 1	17.5	18.2	19.0	20.4	22.0	23.4	24.1	24.7	25.3	26.4	26.4	27.1	26.6	26.9	27.1	28.3
	WK. 2	18.1	18.8	19.8	21.2	22.0	23.0	24.0	25.0	25.6	26.1	26.0	26.1	25.6	26.2	26.4	27.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 24-28, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 17-21, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,770 12.8		GENERAL HOSPITAL		{ 4,430 5.8		EDGE OF NIGHT				{ 9,690 12.7		ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7		9.4*		10.0*		3,890 5.1				{ 8,160 10.7						
	SHARE OF AUDIENCE %	{ 33		33 *		33 *		17				{ 23						
	AVG. AUD. BY ¼ HR.	{ 9.3		9.4		10.1		10.0		5.2		5.1		10.5		10.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,870 9.0		GUIDING LIGHT		ONE DAY AT A TIME-M-F		{ 2,900 3.8		LOVE OF LIFE		{ 11,290 14.8		CBS EVENING NEWS- CRONKITE				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,650 8.3*		7.4		{ 2,520 3.3						{ 10,000 13.1						
	SHARE OF AUDIENCE %	{ 29 *		25		11						{ 28						
	AVG. AUD. BY ¼ HR.	{ 8.3		8.3		7.0		7.9		3.3		3.3		12.9		13.2		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,310 12.2		ANOTHER WORLD				{ 4,500 5.9				{ 10,000 13.1		NBC NIGHTLY NEWS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,300 8.3*		6.9*		{ 2,440 3.2						{ 8,470 11.1						
	SHARE OF AUDIENCE %	{ 22 *		23 *		11						{ 23						
	AVG. AUD. BY ¼ HR.	{ 6.2		6.3		6.9		6.9				{ 10.9		11.3		11.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,410 8.4		GUIDING LIGHT		ONE DAY AT A TIME-M-F		{ 2,900 3.8		LOVE OF LIFE		{ 10,990 14.4		CBS EVENING NEWS- CRONKITE				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,260 7.7*		6.9		{ 2,440 3.2						{ 9,540 12.5						
	SHARE OF AUDIENCE %	{ 27 *		23		11						{ 26						
	AVG. AUD. BY ¼ HR.	{ 7.7		7.7		6.6		7.3		3.2		3.2		12.5		12.6		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,540 12.5		ANOTHER WORLD				{ 4,500 5.9				{ 10,000 13.1		NBC NIGHTLY NEWS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,300 8.3*		6.9*		{ 2,440 3.2						{ 8,470 11.1						
	SHARE OF AUDIENCE %	{ 22 *		23 *		11						{ 23						
	AVG. AUD. BY ¼ HR.	{ 6.2		6.3		6.9		6.9				{ 10.9		11.3		11.6		
TV HOUSEHOLDS USING TV		WK. 1	29.0	29.8	29.7	30.9	30.0	31.2	31.4	33.2	34.2	35.5	37.2	39.5	42.8	44.8	46.1	47.9
(See Def. 1)		WK. 2	27.8	29.2	29.1	30.0	28.9	30.3	30.9	32.2	33.1	35.0	36.2	39.1	42.6	44.6	45.6	47.3

U.S. TV Households: 76,300,000

For explanation of symbols See page A

DAY MON.-FRI. SEPT. 24-28, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 22, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				4,120 5.4	5,650 7.4		6,490 8.5	6,100 8.0		7,100 9.3	7,480 9.8					
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)	GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3	PLASTICMAN COMEDY-SHOW-4 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{				3,430 4.5	4,730 6.2		5,570 7.3	5,260 6.9		5,950 7.8	6,030 7.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				28 4.0	30 6.0		33 7.2	28 7.1		29 7.6	30 8.1		7.7			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				5,040 6.6	4,730 6.2		5,880 7.7	7,630 10.0		8,390 11.0	7,320 9.6					
	CBS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{				3,590 4.7	3,740 4.9		4,650 6.1	6,490 8.5		6,870 9.0	5,720 7.5					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				30 4.2	24 4.8		25 5.7	33 8.0		34 9.0	29 7.9		7.2			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{				3,130 4.1	5,040 6.6		5,110 6.7	5,420 7.1		5,490 7.2	5,800 7.6					
	NBC TV					BAY CITY ROLLERS (SUS)	NEW DAFFY DUCK SHOW		CASPER AND THE ANGELS (OP)	FRED & BARNEY MEET-THING		FRED & BARNEY- THING PT 2 (OP)	SUPER GLOBETROTTERS (OP)		NEW SHMOO (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,210 2.9	3,820 5.0		4,270 5.6	4,500 5.9		4,430 5.8	4,960 6.5					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				21 2.5	26 4.4		24 5.4	24 5.7		21 5.8	25 5.9					
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{				4,650 6.1	6,410 8.4		5,880 7.7	5,650 7.4		6,640 8.7	6,330 8.3					
	ABC TV					GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3	PLASTICMAN COMEDY-SHOW-4 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{				3,590 4.7	5,340 7.0		5,040 6.6	5,040 6.6		5,340 7.0	5,110 6.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				29 4.0	32 6.9		29 6.1	27 7.1		28 6.6	27 6.7		6.2			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{				3,890 5.1	5,190 6.8		7,630 10.0	8,770 11.5		9,840 12.9	8,550 11.2					
	CBS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{				3,050 4.0	3,890 5.1		6,490 8.5	7,630 10.0		8,470 11.1	7,250 9.5					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				29 3.6	26 4.5		35 7.9	39 9.1		43 9.8	39 10.1		9.2			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{				2,750 3.6	4,120 5.4		5,110 6.7	5,570 7.3		4,650 6.1	4,960 6.5					
	NBC TV					BAY CITY ROLLERS (SUS)	NEW DAFFY DUCK SHOW		CASPER AND THE ANGELS (OP)	FRED & BARNEY MEET-THING		FRED & BARNEY- THING PT 2 (OP)	SUPER GLOBETROTTERS (OP)		NEW SHMOO (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{				1,830 2.4	3,280 4.3		4,200 5.5	4,500 5.9		3,660 4.8	4,040 5.3					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				19 2.0	23 2.9		24 5.6	24 5.5		19 6.1	21 5.8		5.5			
TV HOUSEHOLDS USING TV		WK. 1	4.6	6.1	7.8	9.6	13.9	17.2	19.2	22.0	23.8	24.9	25.2	25.7	26.6	26.8	26.0	25.2
(See Def. 1)		WK. 2	3.9	5.2	7.4	9.8	11.8	15.5	19.0	21.1	23.3	25.4	25.7	26.0	25.9	26.2	25.0	24.1

U.S. TV Households: 76 300,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 29, 1979

U.S. TV Households 76,300,000

(1) NCAA FOOTBALL PRE GAME, ABC, (1:30 1:44PM)

(2) NCAA FOOTBALL PRE GAME, ABC, (12:30 - 12:47PM)

For explanation of symbols, See page A



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 22, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)										6,100 8.0 (1)	14,800 19.4						
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)										6,260 8.2	8,090 10.6						
	SHARE OF AUDIENCE %										24	28						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)										4,650 6.1	4,730 6.2						
	SHARE OF AUDIENCE %										19	18						
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)										3,050 4.0							
	SHARE OF AUDIENCE %										12	12						
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)										6,180 9.3	7,630 10.0						
	SHARE OF AUDIENCE %										32	28						
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)										2,440 3.2	4,430 5.8						
	SHARE OF AUDIENCE %										10	16						
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)										4,930 6.9	5,830 8.3						
	SHARE OF AUDIENCE %										17	25						
TV HOUSEHOLDS USING TV		WK. 1	29.4	30.1	31.0	32.2	32.7	33.0	33.1	33.4	33.8	35.3	36.3	37.2	40.3	42.4	43.6	45.6
(See Def. 1)		WK. 2	29.8	30.5	30.2	30.5	31.4	32.9	33.2	33.4	33.8	34.5	36.2	38.0	39.8	41.5	42.3	43.3

U.S. TV Households: 76,300,000

(1) NCAA FOOTBALL POST GAME, ABC, (4:49-5:00PM)

(2) NCAA FOOTBALL POST GAME, ABC, (3:44-4:00PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 29, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 23, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,280  
4.3  
KIDS ARE PEOPLE TOO I  
(SUS) KIDS ARE PEOPLE TOO II

2,370  
3.1  
16  
3.1 3.2

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

690	760	3,050						
.9	1.0	4.0						
THREE ROBONIC STOOGES (OP)	SKATEBIRDS (OP)	SUNDAY MORNING				FOR OUR TIMES (SUS)		
460	460	1,750						
.6	.6	2.3	2.1*		2.6*		2.2*	
8	5	14	14*		15*		13*	
.5	.7	<<	.8	1.8	2.3	2.6	2.7	2.2
								2.1

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,520  
3.3  
KIDS ARE PEOPLE TOO I  
(SUS) KIDS ARE PEOPLE TOO II

1,980  
2.6  
13  
2.6 2.7

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

760	530	3,360						
1.0	.7	4.4						
THREE ROBONIC STOOGES (OP)	SKATEBIRDS (OP)	SUNDAY MORNING				INVISIBLE THREAT (SUS)		
530	530	2,140						
.7	.7	2.8	2.4*		3.2*		2.9*	
12	7	17	18*		18*		15*	
.6	.8	.7	.8	2.1	2.7	3.2	3.2	2.9
								2.9

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1	3.2	3.8	5.0	6.3	7.7	9.3	11.1	12.8	14.7	16.8	17.3	18.6	18.5	18.6	19.2	19.6
(See Def. 1) WK 2	2.3	3.0	3.4	4.0	5.6	7.7	10.0	12.3	14.4	15.6	17.6	19.5	19.8	21.2	21.8	21.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 30, 1979



**U.S. TV Households: 76,300,000**

For explanation of symbols, See page A.

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
TOTAL AUDIENCE (Households (000) & %)			5,880 7.7																
ABC TV		MAJOR LEAGUE BASEBALL CINCINNATI VS HOUSTON (2:00-5:06PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,650																
SHARE OF AUDIENCE %			6.1																
AVG. AUD. BY ¼ HR. %			14																
			5.7 6.5																
TOTAL AUDIENCE (Households (000) & %)			19,760 25.9																
CBS TV		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:01PM)(-OP)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:11PM)(-OP)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:07PM)																	
AVERAGE AUDIENCE (Households (000) & %)			3,890																
SHARE OF AUDIENCE %			12.0*																
AVG. AUD. BY ¼ HR. %			31 *																
			12.3 11.7 11.4 11.7 9.7 4.0 4.2 4.6 4.6 5.0 5.7 6.2 6.0 5.5 9.2																
TOTAL AUDIENCE (Households (000) & %)			24,190 31.7																
NBC TV		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-5:10PM)																	
AVERAGE AUDIENCE (Households (000) & %)			12,890																
SHARE OF AUDIENCE %			11.4*																
AVG. AUD. BY ¼ HR. %			30 *																
			11.2 11.6 11.5 10.9 13.2 15.3 15.5 16.8 17.7 16.8 16.8 17.8 18.5 18.2 18.8																
TOTAL AUDIENCE (Households (000) & %)			4,430 5.8																
ABC TV		WORLD SERIES OF GOLF-SUN																	
AVERAGE AUDIENCE (Households (000) & %)			4,200																
SHARE OF AUDIENCE %			12.0*																
AVG. AUD. BY ¼ HR. %			31 *																
			12.3 11.7 11.4 11.7 9.7 4.0 4.2 4.6 4.6 5.0 5.7 6.2 6.0 5.5 9.2																
TOTAL AUDIENCE (Households (000) & %)			7,170 9.4																
CBS TV		CBS EVENING NEWS-DEAR(S)																	
AVERAGE AUDIENCE (Households (000) & %)			7,020																
SHARE OF AUDIENCE %			12.0*																
AVG. AUD. BY ¼ HR. %			31 *																
			12.3 11.7 11.4 11.7 9.7 4.0 4.2 4.6 4.6 5.0 5.7 6.2 6.0 5.5 9.2																
TOTAL AUDIENCE (Households (000) & %)			18,1* 39 *																
ABC TV		MAJOR LEAGUE BASEBALL CINCINNATI VS HOUSTON (2:00-5:06PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,650																
SHARE OF AUDIENCE %			6.1																
AVG. AUD. BY ¼ HR. %			14																
			5.7 6.5																
TOTAL AUDIENCE (Households (000) & %)			19,760 25.9																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
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			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.5																
ABC TV		MAJOR LEAGUE BASEBALL CHICAGO CUBS VS PITTSBURGH & PHILADELPHIA VS MONTREAL (1:30-4:35PM)																	
AVERAGE AUDIENCE (Households (000) & %)			6,030																
SHARE OF AUDIENCE %			7.9																
AVG. AUD. BY ¼ HR. %			17																
			5.9 6.4 6.5 6.6 7.5 7.4 5.1 7.7 8.1																
TOTAL AUDIENCE (Households (000) & %)			9,000 11.8																
CBS TV		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:01-7:02PM)																	
AVERAGE AUDIENCE (Households (000) & %)			9,920																
SHARE OF AUDIENCE %			13.3*																
AVG. AUD. BY ¼ HR. %			39 *																
			13.2 13.4 13.7 15.2 8.6 10.0 10.5 11.7 14.4 14.2 14.1 14.5 14.8 14.1 14.1 14.3																
TOTAL AUDIENCE (Households (000) & %)			4,500 5.9																
NBC TV		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES (4:00-7:13PM)																	
AVERAGE AUDIENCE (Households (000) & %)			4,430																
SHARE OF AUDIENCE %			12.3*																
AVG. AUD. BY ¼ HR. %			36 *																
			12.2 12.4 12.6 6.9 5.5																
TOTAL AUDIENCE (Households (000) & %)			7,250 9.																

U.S. TV Households: 76,300,000  
(1)NFL FOOTBALL POST-NBC,NBC,(3:58-4:13PM)

For explanation of symbols, See page A.



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY																			
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-11.52PM	→GRID	24,800	32.5	11,830	15.5	26											
	2	9.00-11.57PM	→GRID							28,610	37.5	17,320	22.7	38					
		11.00							13.5							23.1			
		11.15					12.5*	23*	11.5						22.8*	42*	22.5		
		11.30							11.9							21.8			
		11.45					11.6*	27*	11.0						20.8*	48*	19.6		
NBC NBC MONDAY NIGHT MOVIES																			
	1	9.00-11.36PM	→GRID	30,370	39.8	19,760	25.9	42											
		11.00							25.2										
		11.15					24.9*	49*	24.7										
		11.30							20.9										
EVENING WEDNESDAY																			
CBS CBS WEDNESDAY NIGHT MOVIE	2	9.00-11.15PM	→GRID							16,560	21.7	9,160	12.0	20			13.0		
		11.00																	
EVENING FRIDAY																			
ABC ABC NEWSBRIEF-FRI(SUS)	2	8.38- 8.39PM	8.30																
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,280	17.4	13,280	17.4	30	17.4	14,570	19.1	14,570	19.1	35		19.1			
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	6,330	8.3	6,100	8.0	17	8.0	4,730	6.2	4,730	6.2	14		6.2			
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,410	8.4	6,410	8.4	16	8.4	7,250	9.5	7,250	9.5	17		9.5			
CBS LUCKY LADY(S)	1	9.00-11.15PM	→GRID	16,790	22.0	7,860	10.3	19											
		11.00							11.5										
NBC NBC NEWS UPDATE-SAT.	2	8.58- 8.59PM	8.45							16,480	21.6	16,480	21.6	40		21.6			
	1	9.06- 9.07PM	9.00	19,080	25.0	19,080	25.0	46	25.0										
NBC SATURDAY NIGHT		11.30-12.49AM	11.30	15,490	20.3	10,000	13.1	41	13.5	14,650	19.2	9,610	12.6	40		14.0			
			11.45				14.0*	39*	14.4				14.2*	40*		14.3			
			12.00						13.8							13.3			
			12.15				13.3*	43*	12.9				12.8*	42*		12.3			
			12.30						11.7							10.1			
			12.45						11.0							9.1			
EVENING SUNDAY																			
ABC ABC NEWSBRIEF-SUN.		8.58- 8.59PM	8.45	12,060	15.8	12,060	15.8	24	15.8	14,040	18.4	14,040	18.4	29		18.4			
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	14,800	19.4	14,800	19.4	29	19.4	14,500	19.0	14,500	19.0	30		19.0			
NBC NFL FOOTBALL GAME 2-NBC	2	4.15- 7.05PM	→GRID							24,190	31.7	12,890	16.9	39					
		7.00														18.2			
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	16,480	21.6	16,480	21.6	33	21.6										
	2	9.09- 9.10PM	9.00							16,480	21.6	16,480	21.6	33		21.6			
NBC NBC LATE NIGHT MOVIE	2	11.30- 1.30AM	→GRID							3,430	4.5	1,980	2.6	13					
	1	12.00- 2.04AM	→GRID	3,130	4.1	1,680	2.2	15											
		12.45					2.1*	13*	2.1							2.6			
		1.00							1.8							2.5			
		1.15					1.8*	15*	1.8										
		1.30							1.9							2.3			
		1.45					1.9*	20*	1.9										
CONT'D																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
NBC NBC LATE NIGHT MOVIE-CONT'D			2.00							1.7									
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45	14,340	18.8	13,580	17.8	28	13.7 21.5	M-F TU-TH	14,730	19.3	14,270	18.7	30	14.9 20.5	M-TH TU-TH		
ABC BARNEY MILLER-11.30		11.30-12.05AM	11.30 11.45 12.00	6,260	8.2	5,110	6.7 6.9*	22 22*	7.1 6.6 6.0	TUE. TUE. TUE.	6,410	8.4	4,960	6.5 6.5*	22 22*	6.4 6.6 6.2	TUE. TUE. TUE.		
ABC CHARLIE'S ANGELS-11.30		11.30-12.36AM	11.30 11.45 12.00 12.15 12.30	8,390	11.0	5,720	7.5 8.0*	23 22*	8.1 7.9 7.1 7.2 6.7	FRI. FRI. FRI. FRI. FRI.	7,710	10.1	5,420	7.1 7.5*	22 21*	7.7 7.2 6.8 7.1 5.9	FRI. FRI. FRI. FRI. FRI.		
ABC LOVE BOAT-11.30	1	11.30-12.38AM	11.30	7,630	10.0	5,040	6.6	24	7.7	WED.	7,630	10.0	5,570	7.3 7.9*	29 27*	8.1 7.8 7.2 6.9 5.3	WED. WED. WED. WED. WED.		
	2	11.30-12.37AM	11.30 11.45 12.00 12.15 12.30				7.2* 6.3*	23* 25*	6.8 6.0 4.8	WED. WED. WED. WED.				7.0*	31*				
ABC POLICE WOMAN	1	11.30-12.37AM	11.30	6,940	9.1	5,420	7.1	26	7.0	THU.									
	2	11.30-12.36AM	11.30 11.45 12.00 12.15 12.30				7.1* 7.2*	23* 28*	7.2 7.2 7.2 6.7	THU. THU. THU. THU.	6,640	8.7	4,730	6.2 6.3*	23 21*	6.5 6.1 6.3 6.3 5.6	THU. THU. THU. THU. MON.		
ABC FOOTBALL FILL(SUS)	2	11.57-12.04AM	11.45																
ABC TUESDAY MOVIE OF THE WEEK	1	12.05- 1.46AM	12.00	4,880	6.4	2,900	3.8	21	4.9	TUE.									
	2	12.05- 1.54AM	12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45				4.5* 3.8* 3.3*	19* 20* 22*	4.3 4.0 3.7 3.4 3.2 3.3 3.4	TUE. TUE. TUE. TUE. TUE. TUE. TUE.	5,260	6.9	2,290	3.0 4.5*	18 19*	5.0 4.2 3.1 2.5 2.6 2.5 2.4 2.5	TUE. TUE. TUE. TUE. TUE. TUE. TUE.		
ABC BARETTA-THU.	1	12.37- 1.22AM	12.30	3,890	5.1	2,980	3.9	22	4.8	THU.									
	2	12.36- 1.27AM	12.30 12.45 1.00 1.15				4.5* 3.4*	22* 22*	4.4 3.5 3.1	THU. THU. THU.	3,660	4.8	2,820	3.7 3.9*	23 22*	4.1 3.8 3.5	THU. THU. THU.		
ABC BARETTA-WED.	1	12.38- 1.25AM	12.30	4,040	5.3	3,200	4.2	25	4.3	WED.									
	2	12.37- 1.22AM	12.30 12.45 1.00 1.15				4.2* 4.2*	22* 29*	4.1 4.2 4.2	WED. WED. WED.	3,590	4.7	3,050	4.0 3.8*	25 21*	3.8 3.9 4.2 4.1	WED. WED. WED. WED.		
CBS NEWSBREAK-M-F	1	>	8.45	10,910	14.3	10,910	14.3	23	14.3	M-F									
	2	8.58- 8.59PM	8.45								10,220	13.4	10,220	13.4	22	13.4	M-F		



## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE I		>	-GRID 12.30 12.45	7,710	10.1	5,340	7.0	25	6.4	M-F M-F	7,170	9.4	4,960	6.5	24	5.8 4.3	M-F M-F M-F
CBS LATE MOVIE II	2	>	-GRID 1.30								4,350	5.7	3,510	4.6	29	3.8	M-F W & F
NBC NBC NEWS UPDATE-M-F		>	8.45 9.00	14,500	19.0	14,500	19.0	30	19.1 18.8	M-F THU.	14,650	19.2	14,650	19.2	31	19.2	M-F
NBC TONIGHT SHOW	1	>	-GRID 11.45 12.00 12.15 12.30 12.45 1.00 1.15	9,080	11.9	5,490	7.2 9.0* 7.3* 5.8 4.3* 3.3 3.2*	27 28* 28* 28* 22* 21*	8.7 7.8 6.7 5.8 4.9 2.9	M-F TU-F M-F M-F M-F MON. MON.							
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00 1.15 1.30 1.45 2.00	5,420	7.1	2,750	3.6 5.0* 3.4*	22 25* 21*	5.5 4.5 3.8 2.9 2.6	FRI. FRI. FRI. FRI. FRI.	5,340	7.0	2,370	3.1 4.4* 2.8*	20 24* 18*	4.7 4.0 3.0 2.6 2.2	FRI. FRI. FRI. FRI. FRI.
NBC TOMORROW SHOW		>	2.15 -GRID 1.15 1.30 1.45 2.00 2.15	2,670	3.5	1,980	2.5* 2.6 3.2* 2.0* 1.7 1.6*	19* 20 22* 19* 18* 18*	2.3 2.9 2.3 2.1 1.7 1.6	FRI. M-TH TU-TH M-TH M-TH MON. MON.	2,440	3.2	1,750	2.2* 2.3 2.1*	17* 18 18*	2.1 1.9	FRI. M-TH M-TH
DAY MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF- 1.58PM(SUS)		1.58- 1.59PM	1.45							M-F							M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15								9,310	12.2	6,260	8.2 7.4* 9.0*	26 24* 27*	7.3 7.5 8.6 9.5	WED. WED. WED. WED.
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,050	4.0	2,670	3.5	20	3.5	M-F	2,980	3.9	2,590	3.4	20	3.4	M-F
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	5,340	7.0	4,730	6.2	28	6.2		5,190	6.8	4,650	6.1	27	6.1	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	6,260	8.2	5,650	7.4	28	7.4		4,120	5.4	3,970	5.2	22	5.2	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	5,800	7.6	5,340	7.0	28	7.0		4,500	5.9	4,120	5.4	22	5.4	
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,730	6.2	4,350	5.7	24	5.7		3,590	4.7	3,280	4.3	21	4.3	

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U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
ABC NCAA FOOTBALL PRE GAME	2	12.30-12.47PM	+GRID 12.45								4,040	5.3	3,660	4.8	21	4.6	
ABC NCAA FOOTBALL GAME	2	12.48- 3.44PM	+GRID 3.30								14,650	19.2	6,260	8.2	30	9.6	
ABC HALF TIME REPORT(SUS)	2	5.29- 5.33PM	5.15														
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,970	5.2	3,660	4.8	28	4.8		3,510	4.6	3,360	4.4	28	4.4	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,350	5.7	3,890	5.1	23	5.1		5,040	6.6	4,430	5.8	27	5.8	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,340	7.0	5,190	6.8	27	6.8		7,100	9.3	7,020	9.2	36	9.2	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	7,480	9.8	7,100	9.3	35	9.3		8,390	11.0	7,940	10.4	40	10.5 10.4	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,800	7.6	5,260	6.9	27	6.9		7,550	9.9	7,250	9.5	39	9.5	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,260	6.9	4,810	6.3	26	6.3		7,400	9.7	7,250	9.5	39	9.5	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,420	7.1	5,040	6.6	25	6.6		6,180	8.1	5,420	7.1	31	7.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,040	5.3	3,890	5.1	19	5.1		3,740	4.9	3,430	4.5	20	4.5	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,350	5.7	4,200	5.5	21	5.5		3,820	5.0	3,740	4.9	21	4.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,260	6.9	4,810	6.3	23	6.3		4,350	5.7	3,970	5.2	21	5.2	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,660	4.8	3,430	4.5	22	4.5		3,590	4.7	3,510	4.6	23	4.6	
NBC TIME OUT-9:58AM		9.58-10.00AM	9.45	4,350	5.7	4,270	5.6	22	5.6		4,040	5.3	3,820	5.0	20	5.0	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,960	6.5	4,650	6.1	22	6.1		3,660	4.8	3,590	4.7	18	4.7	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,880	6.4	4,500	5.9	23	5.9		4,270	5.6	4,040	5.3	22	5.3	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,120	5.4	3,970	5.2	21	5.2		3,280	4.3	3,130	4.1	17	4.1	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	4,200	5.5	3,970	5.2	20	5.2		3,360	4.4	3,200	4.2	18	4.2	
NBC NBC MAJOR LEAGUE BASEBALL	2	2.13- 6.40PM	+GRID 6.30								15,870	20.8	5,490	7.2	22	9.4	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.11PM	2.00	3,590	4.7	3,820	5.0	19	5.0		3,130	4.1	3,130	4.1	15	4.1	
	2	2.00- 2.13PM	2.00														
NBC NBC POST GAME(SUS)	1	4.42- 5.00PM	4.30														
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,980	3.9	2,820	3.7	19	3.7		2,750	3.6	2,520	3.3	16	3.3	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,370	3.1	2,140	2.8	13	2.8		1,600	2.1	1,450	1.9	7	1.9	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	610	.8	460	.6	7	.6		530	.7	530	.7	10	.7	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	690	.9	690	.9	7	.9		690	.9	690	.9	8	.9	
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.01PM	+GRID 4.00	19,910	26.1	9,230	12.1	38	13.8								
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 3.58PM	+GRID 3.45	19,000	24.9	9,380	12.3	38	12.5								
							12.6*	36*									